

A responsible growth model

For over 65 years, Medac has been writing its story in harmony with nature. Its products are not just simple paper containers, but small guardians of flavour and sustainability: creative ideas that accompany gelato, desserts, drinks and hot or cold culinary specialties, always with an environmentally friendly soul. Each product is an invitation to let yourself be conquered by flavours without forgetting to respect the ecosystem.

In 2006, this commitment allowed the company to obtain the UNI EN ISO 14001 "Environmental Management Systems" certification, a recognition that set forth a vision of a more responsible future. Since then, the journey has never stopped. Year after year, new certifications of systems and of products, issued by prestigious international institutions have studied the company's history: true stages of a journey that reflects the coherence, passion and credibility of who decided to put the environment at the centre of its identity.



A new collection

The standard C-CUP product line expands with the new Blue Vibes collection. It is made with graphics suitable for customers sensitive to environmental issues, for those who are aware of the fact that to protect the environment, it is necessary to recycle responsibly. It has an original, captivating, elegant aesthetic, in line with the company's visual identity.

The simple and clean image has an immediate impact, reaching the final consumer and the artisan chefs in the most direct and effective way possible. By scanning the QR code, it is possible to view the environmental labelling on Medac's website, allowing you to obtain all the instructions for correct disposal. The collection currently includes gelato cups in the following sizes: 16B, 8B, 108C, 10MG, M2.



Graphic evolution

H-CUP is the new line of gelato and drinking cups by Medac, developed for ever more responsible recycling. Characterised by a fruit-inspired design, it is made with matte uncoated paper, coupled with a water-based dispersion barrier. It is made with over 95% fibrous material and it is completely free of plastic polymers such as PLA and PE. Thanks to these characteristics, it is effectively a mono-material product with PAP 22 recycling code, corresponding to paper, in accordance with Decision 97/129/EC.

The cups are certified by Aticelca and FSC®, ensuring quality, environmental sustainability, and respect for natural resources.



Sustainability Report

In 2025, Medac voluntarily drew up its first Sustainability Report, which collects and transparently recounts the long journey undertaken in three different fields of sustainability: environmental, social and governance. It is a report drawn up annually that allows Medac to share with its stakeholders the initiatives undertaken during the reference period. Thanks to the use of specific performance indicators, the company can monitor the results achieved throughout time and define new objectives oriented towards continuous improvement. The preparation of the report follows the international standards of the Global Reporting Initiative (GRI), widely adopted in most of Europe.



For Medac, ESG standards are a reference point that guides every choice. The company has clearly outlined the actions to be taken regarding environment, society and governance. It undergoes the rigorous evaluation of EcoVadis, the platform that examines the quality of social responsibility management systems. In 2025, Medac reached a milestone in excellence by obtaining the Top 10% Silver Medal, which places it among the most virtuous companies in the world. This recognition awards the consistency and dedication with which the company develops its policies that are attentive to the environment and to the well-being of society.

MEDAC



Enjoy, play, recycle!



Medac's Ice&Play collection of gelato cups was born from the combination of creativity and environmental awareness.

Each container is a small masterpiece of design which is inspired by the ancient art of origami: the Asian technique of folding a simple piece of paper several times to bring to life infinite figures inspired by nature. Butterflies, fish, cats, tulips and boats that cross a crystal-clear sea and the new ladybug are some of the figures represented on the cups.

The line reflects this Italian company's commitment to protecting the environment. For over sixty-five years, Medac has been investing in the search for innovative solutions to limit waste and to promote the development of sustainable production processes, oriented towards a conscious use of raw materials. The Ice&Play cups are entirely recyclable, as certified by the Mobius cycle symbol printed on the containers. They can be disposed of with the paper recycling. Once they have been used, they can thus be transformed into new raw material, ready to give life to a multitude of creative objects.

By scanning the QR code printed on the cups with your smartphone, you can access a dedicated area on the Medac website that contains all of the information regarding the environmental labelling. There, the consumers can find the instructions to correctly dispose of the containers. In addition, they can also find the guide to realize the origami illustrated on the cup. The Ice&Play products are available in six sizes, ranging from 93 to 550 ml.



Taste the journey... at zero miles

With the cups for hot and cold beverages, respectively Hot&City and Drinks&City, Medac proposes a virtual trip around the world characterised by art. The symbolic monument of each well-known international city is printed in a light grey tone on each container. Thus, you can embark on an imaginary flight from Paris to Barcelona, from London to New York... without forgetting Italian destinations, such as the enchanting Amalfi Coast. The destinations are continuously being updated, to provide shops with a constantly new and original offering.



Each architectural work depicted on the cups is paired with a colourful graphic element, such as fruit, coffee or vanilla beans, suggesting which is the perfect drink to serve in the container.

All of the containers are made with multiple layers of pure virgin cellulose paper. They can therefore be disposed of with paper recycling allowing them to be completely recycled. Furthermore, each cup bears the CE marking, in accordance with the European Directive 2014/32/UE on Measuring Instruments, which is printed to indicate the amount for drinks sold by volume.

Designed to hold soft drinks, milkshakes, slushies and smoothies, the Drinks&City line includes nine sizes with capacities ranging from 218 to 707 ml, and they are available also with lids.

The Hot&City line is suitable for serving coffee, tea, hot chocolate and herbal teas, and it is available in sizes ranging from 86 to 581 ml. Upon request, it can also be equipped with the protective sleeve. For both cold and hot beverages, Medac offers a white version, to be used as an effective communication and marketing tool. The surface can be personalised with the desired message, allowing you to create an image in line with the visual identity of the store or brand. For those who want specific solutions, Medac's technical and creative team is available and ready to offer dedicated consulting, original ideas and "tailor-made" suggestions. There are ample colours to choose from, and they are presented in the guides developed exclusively by Medac.



Following tradition

Dedicated to hot drinks, the "In Brown" cup immediately stands out for its kraft-paper colour, which highlights the authenticity of the ingredients selected to prepare the drink.

It is available in sizes of 60, 80, 150, 200, 300 and 350 ml.

Constantly expanding, the "In Brown" product range also includes gelato cups, food containers and specific containers for chips.

