

Identified flying object!



MEDAC



Eyes to the sky! Do you see it? It is the Spoon2Fly™ gelato spoon, which has just taken off from the Lid2Fly™ lid, and it is ready to help you enjoy your irresistible gelato!

This is the new, great, “green” innovation from Medac: brilliant and environmentally friendly, as always. Environmentally friendly because it is completely made of paper: no plastic, bioplastic, or wood: just paper.

But let’s proceed in order and examine in detail this revolutionary creative idea.

Lid2Fly™ is a lid for takeaway gelato cups developed with the Medac’s Uno x Due concept, which means it can be used on two different-sizes cups, that is the 140 ml (100C cup) and the 166 ml (125C cup).

On the inside, there is a special blank: the

customer doesn’t have to do anything else but extract it, fold it along the dotted line on both sides, and... with these few steps, they have made the Spoon2Fly™ gelato spoon. Comfortable and ultra-resistant thanks to the ergonomic shape of the winged handle, it is ready to take flight with your gelato. And after it has been used,

it can be disposed of together with the lid in the paper recycling, thus in full harmony with nature.

Lid2Fly™ and Spoon2Fly™ reflect the design philosophy of all Medac’s takeaway containers, which can be summarized in a few, simple words: highlight artisanal gelato while fully respecting nature.

What are you waiting for? Make your gelato fly with Medac!



Enjoy and play

A perfectly made gelato always puts you in a good mood. And if once you have finished enjoying it, you can play with the cup... fun is guaranteed!

The idea comes from Medac which, with the Cup&Play line, launches the world of takeaway containers into a new dimension.

The range is completely recyclable, making it a perfect combination of creativity and respect for nature.

On the external surface, there are lively graphics that depict an origami figure, the oriental technique that allows you to make a myriad of figures by folding various times a simple sheet of paper: butterflies, herons, fish, tulips, cats...

In addition, by scanning the QR code on the container, you can access a dedicated section on Medac's website where you can find detailed information regarding the environmental labelling. Consumers are thus guided in the correct disposal of the Cup&Play cup in the paper recycling... and they can view instructions on how to reproduce the origami figure depicted on their cup!



A drink by the sea

After having visited the main cities of the world, Medac's Drinks&City cup line is now stopping in the famous Amalfi Coast, a tourist destination of rare beauty. Produced with refined graphics with an unmistakable pearl grey colour, it is accompanied by one of the most famous symbols of the area: a fresh lemon.

The line's containers are ideal for serving cold drinks, granita, milkshakes and smoothies, and they are made of a multi-layered pure-cellulose paper. They can be paired with a lid to facilitate takeaway.

On each cup, there is the CE marking, in accordance with the European Directive 2014/32/UE on measuring instruments. In this way, the accuracy of the line indicating the volume of the drink on the cup is certified.

The journey with Medac does not end here, of course. We just have to wait for the next destinations that will lead us to discover fascinating places, together with a tasty specialty drink.

