

# Taking care of the environment for over 65 years

This year, Medac celebrates a prestigious achievement: 65 years of high specialization in the world of take-away containers for gelato, pastry, beverages and food. Over the years, this Italian company has always been at the forefront of developing creative solutions that respect the environment. Its commitment to sustainability translates on one hand into selecting materials that are completely recyclable and on the other hand into design ideas that reduce the number of components to be disposed of (including a method to close containers without the use of a lid). Already in 2006 Medac obtained the UNI EN ISO 14001 "Environmental management systems" certification. Medac has identified which actions to take in regard to the environment, society and governance through an analysis based on ESG standards. Every year, Medac is evaluated by EcoVadis, the platform that examines the quality of corporate social responsibility (CSR) management systems. In 2024, Medac received Gold Medal top 5%, confirming its constant commitment to the development of policies that respect the environment and society, being among the 5% top companies with the best rate.



## E as in Ecology

Medac's large range of gelato containers are made in complete synergy with nature. Completely biodegradable and compostable, the E-Cup line of cups and lids is made with FSC® certified pure cellulose paper and lined with an organic film. After being used, the containers can thus be recycled in the compost waste. The gelato spoons are also biodegradable and compostable and can also be disposed of in the compost

waste. Developed in conformity with the EN 13432: 2002 regulation, the E-Cup line is certified "OK Compost" by the independent agency TÜV Austria. To simplify the management of accessories at the point of sale, Medac offers Uno x Due lids, so one lid can be used on two E-Cup cups with different sizes. These lids are also "OK Compost" certified by TÜV Austria.

## H as in Heart

The H-Cup line of gelato cups was created to respond to the emerging demands for responsible waste management through more sustainable recycling practices and to obtain higher quality materials. Already in the name, the H-Cup line reveals its specific attention to environment. H is the first letter of Heart and the last letter of Earth, expressing the claim that represents the common theme of these containers: Medac cares about the environment "with all its heart". The paper used to make them is specifically developed with a water dispersion barrier instead of the traditional polyethylene coatings, making the paper more resistant to liquids and fats. During the recycling processes, this coating dissolves, allowing to create an end product with more cellulose fibres.



## P as in Play

Recycling for Medac is... an art! A great expression of the company's commitment to the environment, the Cup&Play range of gelato cups is inspired by origami, the Asian technique that allows you to make a myriad of figures found in nature by folding a simple sheet of paper various times. By scanning the QR code on the container with your phone, the consumer can access Medac's website and view instructions on how to reproduce the origami figure. From there, it is possible to access an area dedicated to the environmental labelling which can guide the correct disposal of the container: the goal is to promote the correct separation of trash, promoting recycling instead of littering.

## C as in City

Produced in multi-layered pure cellulose paper, the Ice&City cups can be completely recycled as a paper product. The graphics on the containers are dedicated to the main tourist destinations all over the planet and the options are constantly expanding. In this way, Medac intends to provide professionals with products that always have a renewed look, and that are designed to make their clients dream about distant locations while enjoying a good gelato. The cups are available in 26 sizes, with capacities ranging from 66 to 1176 ml.



## A as in Advertising

Medac's gelato cups are also an effective means of advertising. Each container can be customised with the logo of the shop and with a desired message, thus creating a unique and distinctive image. For those who want to give an even more exclusive touch, Medac's technical and creative team is available to provide advice, suggestions and innovative ideas. There is a wide range of colours to choose from and you can find it in the guides created exclusively by Medac.



MEDAC





# The creative side of food

Made with eco-friendly materials, Medac's take-away containers dedicated to the world of food stand out thanks to being designed while paying attention to details.

There really are many options and they represent an effective sales tool for gelato- and pastry chefs that want to differentiate themselves.

## Authentic tradition

The In Brown line can be recognized with just one look, thanks to its unmistakable "kraft paper" colour that recalls genuine flavours of traditional foods. The range is constantly being expanded to meet every need related to take-away and currently includes containers for warm and cold foods, specific containers for chips and salads, gelato cups and beverage cups.

Tower In Brown, the first to be launched on the world market, is a space-saving solution designed to hold baked goods and other culinary specialties, including warm (up to 70°C for one hour), cold and frozen foods.

One peculiarity of the container is how practical it is. It is developed vertically, and it can be opened and closed without a lid: just lift up or push down the flaps on the top of the container. When they are folded down, these flaps ensure that the op-



imal temperature of the food is maintained. With Tower in Brown, trays, wrapping paper and ribbons for packaging are no longer necessary, making the management of accessories at the shop more efficient. This translates into less trash to be disposed of at the end of use, in synergy with the commitment to the environment that this company from Salerno has made for the past 65 years. Tower In Brown is available in two sizes, 630 and 800 ml.



## It's always springtime

The Flower range of containers is designed with a similar closing system, with the addition of aesthetics. The flaps look like delicate petals that bloom every time you open the container: this innovative idea earned the Comunicando award in the Unique category. This versatile container can hold every type of artisanal specialty, both sweet and savoury, and it is suitable for contact with frozen,

refrigerated, room-temperature and hot foods. It can hold candies, chocolates and anything your imagination suggests. It comes in two different sizes, 200 and 570 ml, and six different graphics are available (pink, red, yellow, rose, sky, face), joining the neutral white colour.

Environmentally friendly, Flower is made of paper derived from virgin cellulose pulp, which can be re-generated to obtain recyclable paper for packaging.



## For every specialty

Medac's creative ideas continue in large numbers with containers dedicated to specific food specialties. Among these, the line of cups for chips stands out, which comes in the 120 and 200 g sizes, and available with a standard graphic (an inviting design of crispy chips), in kraft paper or in customizable white.

To meet the take-away needs of sweet delicacies, there it is practical breakfast pastry container and the triangular crepes container, perfect for holding sweet or savoury-filled crêpes which keeps them as fragrant as if they had just been made. The range also includes a Waffle container and a Snack container, each designed to hold these artisanal delicacies, together with an exclusive food container shaped like a suitcase. And the choices don't stop there, there are seven different designs of the popcorn containers, and there are containers for Sandwiches, Pizzas, Quiches... and they can all be customized with the graphics requested by the client.

