

A Heart for the Earth

Medac's constant commitment to responsible recycling has led it to develop the new line of H-CUP gelato cups.

The name itself already reveals its environmentally friendly vocation. The H is the first letter of Heart and the last letter of Earth; therefore, as expressed in the claim that represents the leitmotif of the containers, Medac's "heart is dedicated to Earth". H also recalls the first letter of H₂O, the chemical formula of water, a natural element that is the basis of the design concept of the line. The paper used to make the H-CUP range has an innovative water dispersion barrier that dissolves during the recycling process, favouring the recovery of a greater quantity of cellulose fibres.

Last but not least, it reflects Medac's expertise in always keeping up with the times by offering a product that is even more nature-friendly because it is recyclable in a better way and therefore more sustainable. Even the graphics chosen to distinguish the new cups are in tune with the environment. On the outside, colourful fruit is depicted, inviting the consumption of every flavour of gelato without losing sight of the theme of ecology: the small logo that contains the words "Heart" and "Earth" immediately makes you understand the attention the containers have towards the environment.



To convey its message globally, Medac has expanded its website with a new section dedicated to sustainability. In this way, the professional visitor can learn about the principles underlying the company's responsible approach that integrates sustainability into every aspect of its business in order to offer a concrete contribution to protecting the planet.

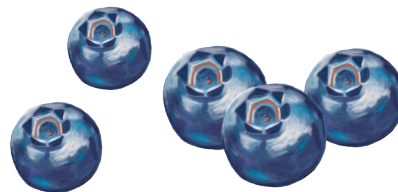
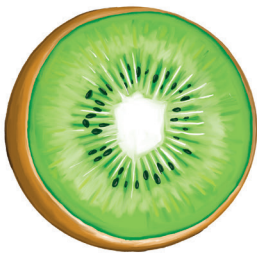
The new section of the website, offers an overview of the numerous actions undertaken over the years by the company, reorganized according to ESG criteria. These criteria take into account the various initiatives carried out within environmental protection, social protection (such as the recent establishment of the Carlo Mendozzi Foundation to support young entrepreneurs), and governance, with the adoption of the strictest management systems certified by accredited international bodies.



MEDAC



Thanks to its strategic choices in terms of design, production and raw materials, the company was awarded the Ecovadis Gold Medal in 2023. This is a prestigious recognition that attests its commitment to the development of practices oriented towards environmental and social sustainability. It represents the latest step, in chronological order, on the path that has allowed the company to obtain the UNI EN ISO 14001 “Environmental Management Systems” certification since 2006. Because Medac heart has always been dedicated to Earth.



H-CUP Identikit

- **Meaning of the name.** The H is the first letter of Heart and the last letter of Earth. It also recalls the chemical formula of water, a natural element that is the basis of the design concept of the line.
- **Plus.** The cups are even more nature-friendly because they are recyclable in a better way and therefore more sustainable.
- **Design concept.** Their paper has an innovative water dispersion barrier that dissolves during the recycling process, favouring the recovery of a greater quantity of cellulose fibres.
- **Graphics.** Colourful, cheerful, captivating, refined at the same time, it recalls the world of fruit with clear and immediate images.
- **Range.** The wide product line is available in different sizes.