

FPI Summary
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SEDA Group Introduces the Art of Packaging to the U.S. Market
True Double Wall Technology is Better for Beverages and People

Italian design embraces clothes, cars and luxury goods, and now Italy-based SEDA Group is putting great design right in the hands of even more consumers as it introduces new Double Wall hot and cold cups to the North American foodservice market.

Manufactured at SEDA Group's brand new, state-of-the-art, greenfield facility in Racine, Wisconsin, these USA produced products are designed to keep hot and cold beverages at their optimal temperatures longer while giving consumers a superior beverage experience.

"SEDA Group is an internationally recognized market leader in food packaging," says Ira Maroofian, Managing Director, SEDA Group, North America. "Its point-of-difference is that it considers the creation of packaging an art. But, behind that art is a strong investment in science. SEDA Group's unparalleled commitment to research and development, comprising more than 2.5 percent of annual revenue, results in products that meet the highest design and quality standards. The North American market can now benefit from the availability of our true double wall technology, which significantly improves the way consumers experience their favorite hot and cold beverages. By creating a presence in the U.S., industry customers can also access our complete range of packaging or choose a customized solution."

Introduced into the European market in early 2000, the SEDA Double Wall cups use a patented technology to create an insulating air chamber between an external sleeve that surrounds a core, internal cup. With their superior insulation and high quality materials, these cups:

- **Maintain temperature:** protect beverage flavor by staying hot or cold longer.
- **Don't break a sweat:** external condensation virtually does not form on the cold cup. Cold beverage drinkers will enjoy their drinks longer while the cup stays dry, cool and intact.
- **Stay safe and comfortable to hold:** with tight-fitting lids, hot cups radiate a pleasant warmth that won't burn fingers.
- **Deliver the brand:** identity and integrity go right into the end user's hands. SEDA Group's state-of-the-art printing technology combined with the cups' high quality materials makes superior printing easily achievable, even for colors that can be challenging to produce.
- **Bring customers back for more:** promotional opportunities to boost marketing and loyalty programs can be developed by adding a perforated, removable panel to either the hot or cold cups. These panels are perfect for coupons, instant win, collection/loyalty or promotional gift programs.

- **Offer a sustainable choice:** hot and cold Double Wall cups are made of fibers from sustainable forests and are fully recyclable with a range of biodegradable and compostable options. Plus, they're locally available, proudly **made in the USA**, which reduces the customer's carbon footprint.

Founded in Naples, Italy, by Salvatore D. Amato in 1964, SEDA International Packaging Group began as an ice cream packaging company. Since then, the company has expanded its operations to include packaging for the foodservice and food industry, as well as applications outside the food industry. It provides a full range of products, including paperboard, thermoformed plastics, flexible packaging, folding cartons and special containers. The group's customers include giants in the global food industry such as McDonalds, Coca-Cola, Nestlé, Mars and Kraft. SEDA Group is internationally recognized as the market leader in the field of ice cream packaging and is one of the largest paper converting companies for the food industry.

For more information about these and other products from SEDA Group, contact:
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