Cold drink cups

The widest range, several sizes up to 64 oz.

Hot drink cups

Single and double wall cups in several sizes, to match the growing needs of both ‘on the go’ and ‘at home’ consumption.

Ice cream cups

Single portion and family sizes to meet everybody’s needs.

Ice cream cups and lids

The widest range, several sizes up to 64 oz.

Dairy cups

Oval, round and square: several shapes to make distinctiveness effective.

A wide offer…for a sustainable world

Packaging for a sustainable world

©NaturellySeda is a Trademark of Seda S.p.A.

This product decomposes in H2O, CO2 and compost within 50 days*

* according to EN13432

Seda

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www.sedagroup.org
A technologically advanced solution, for a better world.

“NaturellySeda” is the new packaging range in paperboard and biopolymers derived from Seda’s commitment to provide a consistent sustainable answer to the many challenges we face regarding natural resources availability and environmental balance. NaturellySeda is fully biodegradable and compostable. Achieved with sustainable raw materials and a cutting edge environmentally effective production process, it is designed to be used to its full after use via recycling processes, energy recovery or composting. NaturellySeda offers a wide range of packaging for the Food Service, Ice Cream, Dairy and Food Industry and guarantees high quality standards on a par with the performances of the current packaging.

“Sustainability is a way of living, not just a way of operating”
Antonio D’Amato - CEO Seda Group

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According to Seda sustainability is, above all, a way of being rather than a way of operating and it has been so since its very first beginning, more than 40 years ago. That’s why in Seda vision sustainability must involve the whole lifecycle of the product from its production process to its use. Sustainable packaging must have three characteristics:

* renewable raw materials produced in a sustainable way
* clean and efficient technology and production processes
* design that allows product to be used to its full even after its use

Seda’s mission is to create innovative environmental solutions from renewable resources, respecting legislative requirements and environmental standards in Iso 140001 certified process. It’s fundamental to produce products that are 100% recyclable, biodegradable and compostable. Moreover Seda is certified ISO 14001 in all its plants, a standard which identifies and defines the requisites of an “environmental management system”.

Seda, sustainability and packaging.

Sustainable packaging must be designed to be used in full even after its post-consumer collection and therefore be recyclable, biodegradable and compostable. Being recyclable doesn’t necessarily mean being actually recycled. Paper packaging is by far the most recycled type of packaging in Europe. NaturellySeda besides being recyclable decomposes in H2O, CO 2 and compost within 50 days, according to EN13432.

As it is 100% biodegradable, NaturellySeda offers the best solution to the litter problem afflicting our towns and waters. Hence whilst the commitment to fight litter is paramount, the availability and use of a 100% biodegradable product improves the quality of our environment.

Seda, sustainability and raw materials.

Seda has always chosen renewable raw materials, produced with low environmental impact processes. It’s noteworthy that Seda purchases its paper exclusively from suppliers who have a forest management system ensuring the perpetual planting, growing and harvesting of trees so that forests can always be healthy and abundant for current and rising generations. The biopolymers are a raw materials choice with a low environmental impact, they come from renewable or partially renewable sources and are biodegradable and compostable. Moreover Seda’s production of biopolymers reduces energy consumption and emission levels compared to traditional plastic.

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Seda Environmental Policy

• Seda is 100% biodegradable, according to EN13432.
• Seda always uses renewable or partially renewable raw materials and is constantly committed to research for maximum efficiency and maximum reduction of energy consumption, emission and environmental impact.
• Seda is certified ISO 14001 in all its plants, a standard which identifies and defines the requisites of an “environmental management system”.

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Seda and environmental sustainability: a commitment going way back in time.

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“NaturellySeda” is the new packaging range in paperboard and biopolymers derived from Seda’s commitment to provide a consistent sustainable answer to the many challenges we face regarding natural resources availability and environmental balance. NaturellySeda is fully biodegradable and compostable. Anchored with sustainable raw materials and a cutting edge environmentally effective production process, it is designed to be used to its full after use via recycling processes, energy recovery or composting.

NaturellySeda offers a wide range of packaging for the Food Service, Ice Cream, Dairy and Food Industry markets, and guarantees high quality standards on a par with the performances of the current packaging.

“Sustainability is a way of living, not just a way of operating”

Antonio D’Amato - CEO Seda Group

NaturellySeda

Seda and environmental sustainability: a commitment going way back in time.

Milestones

1964
Seda was born thanks to the environmental commitment of the founder.

1980
Seda issues a definition of its Seda Environmental Policy.

1993
The first Seda Environmental Policy is published.

2001
Seda issues the 3rd Seda Environmental Policy.

2003
Seda launches Ecoshine, the first biodegradable product produced by Seda.

2006
Seda becomes ISO 14001 certified.

2008
NaturellySeda besides being recyclable decomposes in H2O, CO2 and compost within 50 days, achieving a 96% biodegradability according to EN 13432.

Continuous improvement is ever more environmental friendly manufacturing processes.

According to Seda sustainability is, above all, a way of being, rather than a way of operating and it has been so since its very first beginning, more than 40 years ago. That’s why in Seda vision sustainability must involve the whole lifecycle of the product from its production process to its use. Sustainable packaging must have three characteristics:

* renewable raw materials produced in a sustainable way
* clean and efficient technology and production processes
* design that allows product to be used to its full even after its use

Seda Environmental Policy

• Utilize recyclable, biodegradable and renewable raw materials
• Develop new products that achieve lower consumption of raw materials and energy
• Achieve incremental levels of efficiency in the production process to minimize environmental impact
• Purchase paperboard from producers committed to a forest regeneration program
• Observe the most rigorous environmental standards in our production process beyond legislative requirements

Seda, sustainability and raw materials.

Seda has always chosen renewable raw materials, produced with low environmental impact processes. It’s noteworthy that Seda purchases its paper exclusively from suppliers who have a forest management system ensuring the perpetual planting, growing and harvesting of trees so that forests can always be healthy and abundant for current and rising generations.

The biopolymers are a raw materials choice with a low environmental impact; they come from renewable or partially renewable sources and are biodegradable and compostable*. Moreover the production of biopolymers reduces energy consumption and emission levels compared to traditional plastic.

Seda, sustainability and the production process.

The production process is pivotal to sustainability. Seda always uses only state-of-the-art technology and is constantly committed to research for maximum efficiency and maximum reduction of energy consumption, emission and environmental impact.

Moreover Seda is certified ISO 14001 in all its plants, a standard which identifies and defines the requisites of an “environmental management system”.

Seda, sustainability and packaging.

Sustainable packaging must be designed to be used in its full even after its post-consumer collection and therefore be recyclable, biodegradable and compostable. Being recyclable doesn’t necessarily mean being actually recycled. Paper packaging is by far the most recycled type of packaging in Europe. NaturellySeda besides being recyclable decomposes in H2O, CO2 and compost within 50 days, according to EN 13432.

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* According to EN13432

Sustainable Packaging Check list

- Raw materials
  - 100% Recyclable
  - 100% Biodegradable
  - 100% Sustainable

- Manufacturing Processes
  - Low with environmental impact and energy consumption

- Packaging
  - 100% Biodegradable
  - 100% Renewable

NaturellySeda: a comprehensive sustainability management system covering all phases of the lifecycle of the product (from production process to its use).

Continuous improvement is ever more environmental friendly manufacturing processes.
NaturellySeda offers a wide range of packaging for the Food Service, Ice Cream, Dairy and Food Industry. Commissioned to provide a consistent sustainable answer to the many challenges we face regarding the “NaturellySeda” is the new packaging range in paperboard and biopolymers derived from Seda's renewable sources.

**Sustainability is a way of living, not just a way of operating**
Antonio D’Amato - CEO Seda Group

### A technologically advanced solution, for a better world.

NaturellySeda is fully biodegradable and compostable. Aided with sustainable raw materials and a cutting edge environmentally effective production process, it is designed to be used to its full after use via recycling processes, energy recovery or composting.

NaturellySeda offers a wide range of packaging for the Food Service, Ice Cream, Dairy and Food Industry and guarantees high quality standards on par with the performances of the current packaging.

### ENVIRONMENTAL FACTS

<table>
<thead>
<tr>
<th>NaturellySeda Cups biodegradability rate at a GLANCE</th>
<th>NaturellySeda: composting cycle*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 7</td>
<td>Day 21</td>
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<tr>
<td>0%</td>
<td>100%</td>
</tr>
<tr>
<td>Day 14</td>
<td>Day 28</td>
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<td>90%</td>
<td>100%</td>
</tr>
</tbody>
</table>

* According to EN13432

### Seda, sustainability and environmental safety: a commitment going way back in time.

**Milestones**

- **1964**: Seda was born as a small company producing a first generation of disposable cups for the Olympic Games.
- **2008**: Seda was certified ISO 14001 in all its plants, a standard which identifies and defines the requisites of an “environmental management system”.

### Seda Environmental Policy

- **Improve and maintain environmental standards** to ensure that our products, processes, and activities are managed in a manner that is environmentally sustainable and in compliance with legal requirements and regulatory requirements.
- **Actively promote and support recycling at all levels**.
- **Utilize recyclable, biodegradable and renewable raw materials**.
- **Achieve incremental levels of efficiency in the production process to minimize environmental impact**.
- **Purchase paperboard from producers committed to a forest regeneration program**.
- **Audit incremental levels of efficiency in the production process to minimize environmental impact**.
- **Buy recycled products that source from remnants of raw materials and energy**.
- **Distribute recyclable, biodegradable and renewable raw materials**.
- **Activity promote and support recycling at all levels**.

### Sustainable Packaging Check list

- **Raw materials**: sourced from renewable or sustainably managed sources.
- **Packaging**: sourced from sustainable raw materials and processes. 100% recyclable, 100% biodegradable.
- **Manufacturing Processes**: products comply with the requirements of the Environmental Protection Act.
- **Paperboard suppliers**: certified according to FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification).

### Seda, sustainability and the production process.

The production process is pivotal to sustainability. Seda always uses only state-of-the-art technology and is constantly committed to research for maximum efficiency and maximum reduction of energy consumption, emission and environmental impact.

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NaturellySeda besides being recyclable decomposes in 140 days and within 50 days, according to EN 13432.

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A wide offer...for a sustainable world

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The widest range, several sizes up to 64 oz.

Hot drink cups
Single and double wall cups in several sizes, to match the growing needs of ‘on the go’ and ‘at home’ consumption.

Ice cream cups
Single portion and family sizes to meet everybody’s needs.

Dairy cups
Oval, round and square: several shapes to make distinctiveness effective.

Packaging for a sustainable world

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This product decomposes in H2O, CO2 and compost within 50 days*

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