



### Ficacci Olive Company Transitions Packaging For Their Premium Olives to Sustainable, Fiber-Based Alternative

Italian premium olive producer, Ficacci, is an established family-owned firm, with three generations of ownership over the past 58 years. Ficacci exports to more than 40 countries worldwide. Over the years, the company has become renowned as an industry innovator, having introduced a number of innovative packaging solutions.

## Innovation Highlight: Sustainability | Elevated Experience

#### Solutions



- **Made from renewable fiber from sustainably managed forests**, meeting consumer demand for more sustainable packaging.
- **85% less plastic** than the previous packaging format.
- **Easy recycling**, as the paperboard portion of the tray can be separated from the liner by the consumer and placed in the paper waste stream.
- **Elevates the premium olive ranges**, through high quality, high impact graphics.
- **Differentiation** instore, setting the ranges apart from competitors who still utilize single-use plastic.

#### Results



- Delivers to consumers a sustainable pack that can be easily handled for recycling.
- Great stand-out shelf appeal thanks to high impact graphics potential.
- Excellent performance, with a shelf life equivalent to traditional packaging formats.