



Ficacci Olive Company Transitions Packaging For Their Premium Olives to PaperSeal®, a 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 several innovative packaging solutions.

INNOVATION HIGHLIGHT: SUSTAINABILITY | ELEVATED EXPERIENCE



Solution/Enhancement

- **Made from renewable fiber from sustainably managed forests,** PaperSeal® meets 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** in-store, setting the ranges apart from competitors who still utilize single-use plastic.



Impact

- PaperSeal delivers a sustainable pack that can be easily handled for recycling.
- Great stand-out shelf appeal and a premium look thanks to high impact graphics on the internal and external surface.
- Excellent performance, with a shelf life equivalent to traditional packaging formats.