

ECONATURAL

The future of sustainability.

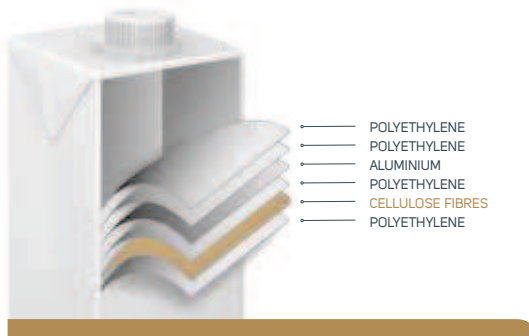
ECO TECHNOLOGY

THE EVOLUTION OF ECOLOGICAL PAPER

EcoNatural is a line of products made from Fiberpack®, the raw material obtained from recycled cellulose fibres present in beverage cartons. Fiberpack® is an environmental and technological break-through which comes from a collaboration between Lucart Group and Tetra Pak®.

In addition to cellulose fibres, beverage cartons contain polyethylene and aluminium: thanks to Lucart Group's exclusive technology, these materials are not discarded, instead re-used in other manufacturing activities.

The production process separates cellulose fibres from polyethylene and aluminium, through physical-mechanical action without the use of harmful substances for both man and the environment.



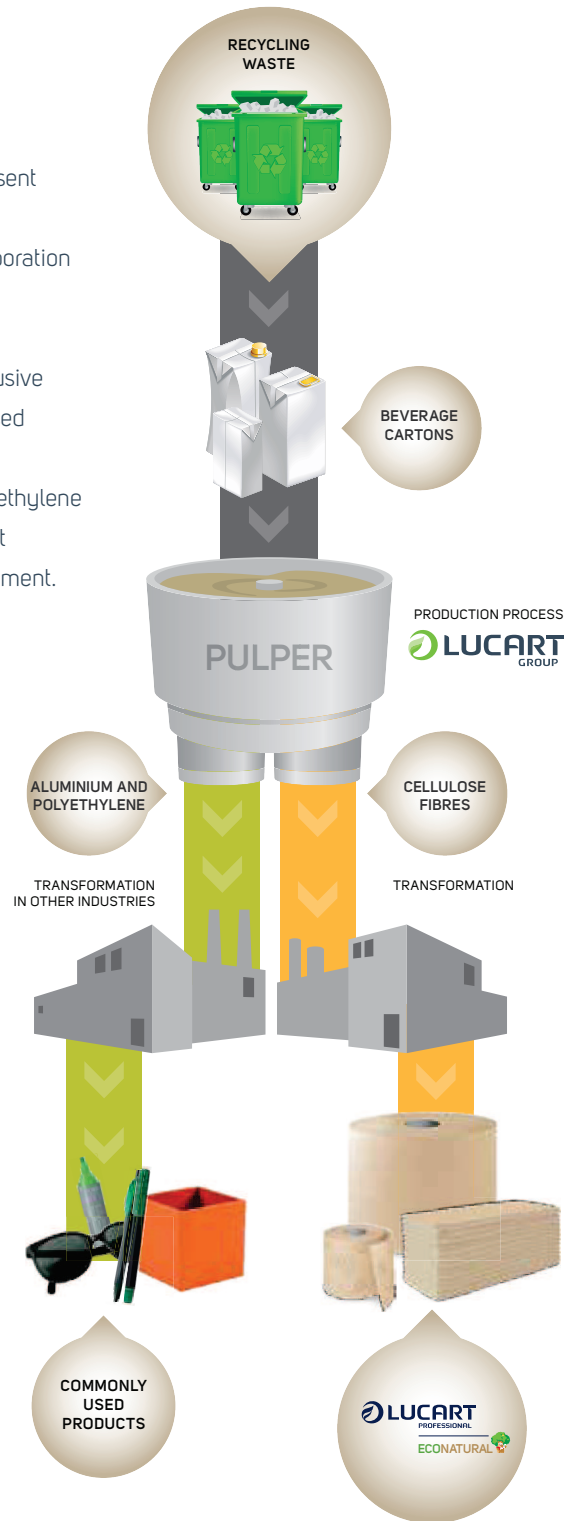
- POLYETHYLENE
- POLYETHYLENE
- ALUMINIUM
- POLYETHYLENE
- CELLULOSE FIBRES
- POLYETHYLENE

A beverage carton is, on average, made from 74% cellulose fibres, 22% polyethylene and 4% aluminium.

ECO QUALITY

A SUPERIOR PERFORMANCE

An exceptional performance paper is made from the Fiberpack® innovative production process. The cellulose fibres present in beverage cartons are of a quality comparable with virgin cellulose and therefore able to provide the finished products with excellent strength and absorbance.



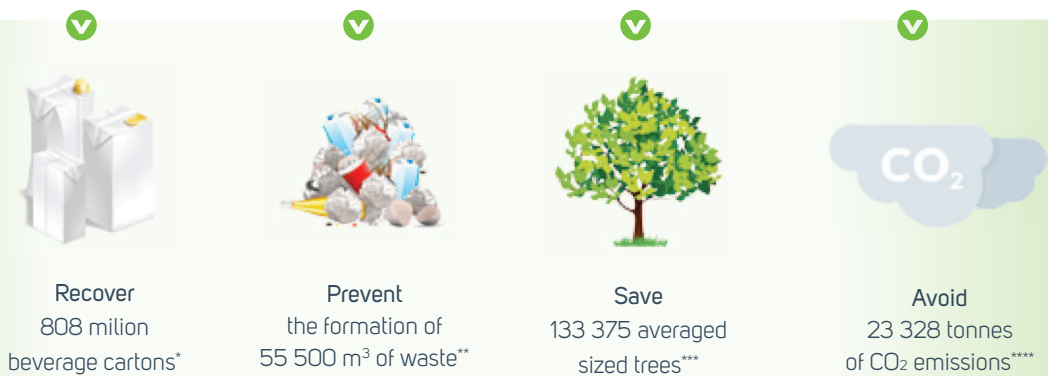
A NEW LIFE FOR BEVERAGE CARTONS

ECO SUSTAINABILITY
THE RESPECT FOR THE ENVIRONMENT

EcoNatural products positively help the environment:

- by giving life to materials which otherwise would be lost in waste;
- by contributing to the reduction of CO₂ emissions in the atmosphere;
- by preventing the cutting of trees.

Considering the tonnes of post-consumer beverage cartons purchased to produce the EcoNatural project, in 2013 Lucart Group helped to:



Lucart Professional has developed **The Environmental Saving Calculator**, an innovative tool which allows us to effectively evaluate the ecological contribution of every purchase of EcoNatural products.

Once the EcoNatural products have been inserted into the calculator, the system generates a certification as proof of the ecological contribution in choosing EcoNatural products.



* Considering cartons per 1 litre beverage ** Source: MIT (Massachussets Institute of Technology) *** Source: Legambiente Rome **** Source: RISI 2008

