



Ficacci Olive Company Transitions Packaging For Their Premium Olives to PaperSeal™ Original Tray

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. After the initial launch of the PaperSeal™ Original tray in Europe, Ficacci later introduced the premium Mediterranean olive platter into North American retailers.

Innovation Highlight: Sustainability | Elevated Experience

Solutions



- **Made from renewable wood-based 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.