

## **Seda Eco Fit lid wins Best Packaging 2022 Innovation and Technology Award**

*Strong eco-design and sustainability innovations impress judges*

*Milan, 4<sup>th</sup> of May 2022* - Seda International Packaging Group's next-generation Eco Fit paper lid has received the recognition of a prestigious Best Packaging Award for its sustainability credentials and innovative design features. It is Seda's fourth Best Packaging Award, following previous wins in 2001, 2007 and 2008.

Hosted at Italy's IPACK-IMA processing and packaging trade fair in Milan, the Best Packaging Awards have strict technological innovation and eco-design environmental prevention and circularity requirements, specified by IPACK-IMA and CONAI, the Italian association of packaging companies.

The judges were above all impressed by how the Eco Fit lid has been conceived to address a complete spectrum of concerns – from sustainability and circularity to consumer safety and convenience in a wide range of use scenarios, from in-store to on the go and delivery. The extensive features and options include being made entirely from PEFC™ certified fibres, also offering compostable and PE-free versions, having a leak and spill-resistant design that closes tightly and securely with a positive audible snap, and being fully printable for communications, branding and marketing purposes.

Its sustainability profile is particularly impressive. Customers who choose the Eco Fit Lid save 400 tons of plastic per 100 million coffee lids compared with typical polystyrene solutions. Moreover, while polystyrene isn't recyclable and recycled, Eco Fit can be recycled along with the cup in the paper stream, meaning it really will be recycled in practice.

The Eco Fit Lid is also more sustainable than other fibre-based solutions, requiring less water and electricity to manufacture than Moulded Fibre Lids, for example, helping Seda's customers reduce their impact on CO<sub>2</sub> emissions. Moulded Fibre Lids actually have a much greater environmental impact, utilising an additional 25 MWh and 15,000 litres of water per million lids.



Taken together, these features have secured the strong ongoing success of the Eco Fit Lid, which won the Save the Planet category of the European Carton Makers Association's European Carton Excellence Awards almost immediately upon its release in 2020. Now the Best Packaging Award confirms its sustainability and innovations are just as compelling today.

*"Seda's mission is to pioneer the future of packaging for a better world and these awards recognise our team's outstanding work. The Eco Fit Lid is not only more sustainable than polystyrene lids but equally functional. Compared with Moulded Fibre lids, it's again a more sustainable solution, but also much safer with its tight fit and audible snap closure. What's more, it doesn't soak up liquid contents, becoming soft and losing functionality like they do,"* commented Seda's R&D Material & Product Director Armando Mariano. *"In addition, and unlike other lids, Eco Fit is fully printable and to a high-quality standard for clear communication, iconic branding and impactful marketing. The judges explicitly recognised our efforts to deliver a solution that is superior in every respect not only for consumers and the planet, but for business. We're very proud of what our team and technologies have achieved, and so, of course, are our customers".*

### **Seda International Packaging Group**

Founded in Italy with subsidiaries in Europe and North America, Seda Group designs and manufactures innovative paper packaging solutions conceived to create a unique bond between brands and their consumers. The Seda Group is a key global player in Ice Cream packaging and a major Food Service and Food Industry market leader. Over 100 million consumers worldwide use a Seda product every day. The Group currently has manufacturing facilities in Italy, Germany, the UK, Portugal and North America. Sustainability and Innovation are the key drivers of Seda's business in full accordance with the principles of the circular economy, powering the Group's international leadership.

[www.sedagroup.com](http://www.sedagroup.com)

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