



COLOURFUL, HANDY, FANTASTIC AND 100% RECYCLABLE:

"PIÙ CHE MELA!" – MORE THAN AN APPLE – AN INNOVATIVE, NEW PRODUCT COMBINING THE TASTE OF FRESH FRUIT WITH BRILLIANT PACKAGING

AD CHINI is situated in Val di Non (Trentino, Italy) in the heart of the Melinda premium apple producing region. The company is committed to excellence when it comes to producing 100% natural, delicious fruit snacks, and is a synonym for top quality and food safety. For its brand-new premium product range "Più che mela!" (6 articles with tasty 100% whole-grain apple purée mixed with other fruit purées and finest sliced fruit), AD CHINI has again decided for ETIMEX Primary Packaging GmbH to provide quality packaging. For its Italian customer, ETIMEX has extruded and thermoformed the smart and colourful 100 ml PP/EVOH/PP cups at its production site in Dietenheim for many years. The high-class, top-quality ETIMEX products are the best guarantee for AD CHINI that taste, nutritious value and food safety of their premium products are ensured and maintained during the complete distribution process, from production to sale and finally consumption by customers. ETIMEX achieves outstanding quality products thanks to its continuing improvement processes in all key areas: high-class plastics, bespoke product design, experience and skill in production, state-of-the-art plants and equipment, tight quality controls as well as top-level hygiene standards.

The co-extruded film with EVOH layer proves to be an exceptional barrier against humidity, oxygen and ultraviolet rays. Additionally, optimal material distribution and perfect stability of the containers allow to reduce the weight of the mono materials, which can be recycled 100%.

The glamorous colours of the ETIMEX cups contribute considerably to the attractiveness of the overall packaging, including sealing and intelligently printed cardboard sleeves.

"Più che mela!" is an eye-catcher in supermarket shelves and optimally perceived by consumers – a great advantage at the POS – thanks to ETIMEX!

For more information, please refer to our website:

www.adchini.it
www.etimex-pp.com