

Fedrigoni presents **Materia Viva**, a collection of high-quality, sustainable papers, made with a high percentage of recycled material and natural alternatives to cellulose

The leader in the production of special papers and self-adhesive materials is launching nine new high-performing, innovative, “green” product lines.
“We have been pushing ourselves beyond the limits of technology for more than 20 years, to open ourselves up to new sustainable, creative possibilities. With each sheet of paper, we reduce the impact of our supply chain on the environment and elevate our creative impact on the world.”

Verona, 30 September 2021 – **Materia Viva**, like the nature that inspires it, is one of the new products being launched over the next few days by Fedrigoni Group, leading global producer of high value-added special papers for packaging, publishing and graphics, as well as self-adhesive labelling products. **Materia Viva** is a vast collection of high-quality, high recycled content papers - between 20% and 100% - made with natural cellulose-alternative fibres such as cotton and hemp (exclusively from FSC® certified forests), some of which are new but some of which have been available in the company’s portfolio since 1996 and have been revisited and improved.

The world of luxury is increasingly looking for natural-looking, natural content papers that are elegant, high-performing, and can guarantee the necessary strength and resistance to folding.

“We have been pushing ourselves beyond the limits of technology for more than 20 years, to open ourselves up to new sustainable, creative possibilities,” explained Micaela Di Trana, Marketing & R&D VP at Fedrigoni Paper. “With each sheet of paper, we reduce the impact of our supply chain on the environment and at the same time we elevate the creativity of the brands, designers, printers and converters who we work with. We do this at every stage of our production cycle: from the extraction of raw materials to the manufacture and distribution of the finished product, to the use and disposal of the material that composes it. Being sustainable for us means being creative, and daring to try alternative solutions to generate change. Our mission is Elevating Creativity”.

Materia Viva is inspired by nature. The collection of innovative and sustainable papers brings together nine high-quality product lines. They come in a customisable box and are each presented by a special card that “speaks” in the first person through a photo of a landscape that matches the paper. These are technologically advanced solutions that respond to any packaging or printing need, however sophisticated, while fully respecting people and the environment. For more information please visit: <https://materioviva.fedrigoni.com/it/>

Among the most recent and innovative proposals, Materia Viva includes the **Symbol Card Eco50** and **Symbol Card Eco100** range of recycled papers, with up to 100% recycled fibre content, characterised by a double-blade coating on one side for a satin finish (plus the **Symbol Card Eco100 2sc** double-coated, 100% recycled version). Or **Freelife Cento**, a premium natural paper, also 100% recycled, available in three versions: smooth black, extra white smooth and extra white rough.

Other lines were already available and have been refined further: **Arena**, an extremely versatile collection of white and ivory papers that provides a choice from a wide variety of weights, formats, finishes and shades. An ideal paper for making beautiful boxes for high-end items, now enhanced by a 50% recycled content version; **Arena Eco50** Extra White Smooth; **Materica**, more tactile and

softer, made of 20% recycled material and 10% cotton fibres, available in natural colours including four new trendy shades: Yellow Earth, Terracotta, Rust and Quarz; **Woodstock**, 80% recycled, available in 16 different colours; **Old Mill Eco40**, natural white paper characterised by an elegant, felt-marked surface, available in a 40% recycled content version; **Life**, now up to 100% recycled, along with **Symbol Freelifa**, a wide range of papers with a matt coating and 40% minimum guaranteed recycled content.

Fedrigoni's commitment to increasing the sustainability of its products, processes and supply chain is written in black and white in the latest 2020 Sustainability Report, where the Group has presented an ambitious roadmap towards 2030 to reduce its environmental impact, increase its offer of products with a high sustainability content, create a safe and inclusive work environment and contribute to the local communities in which the company operates. And to prove that they're not just paying lip service to the issue, the Group was recently awarded the Gold Medal from EcoVadis, an international sustainability rating agency, which ranks Fedrigoni among the best companies in the world in terms of attention to the environment and social responsibility.

Fedrigoni

Since 1888, Fedrigoni has always meant excellence in the production of special papers. The group is one of the major European players in the production and sale of different high value-added papers for packaging and graphics, as well as premium products for labelling and other self-adhesive materials. With over 4,000 employees in Italy and abroad and 25,000 products, the Group sells and distributes in over 130 countries. Thanks to recent acquisitions, it has also earned itself the position of third global player in the world of self-adhesive materials. The Cordenons Group and the historic Fabriano brand are part of the Paper division, with Arconvert, Manter, Ritrama (from February 2020), IP Venus (from December 2020), Acucote and Ri-Mark (from June 2021) a part of the Self-Adhesives division. The American distributor, GPA, is also a part of the Group.

For more information: www.fedrigoni.com

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