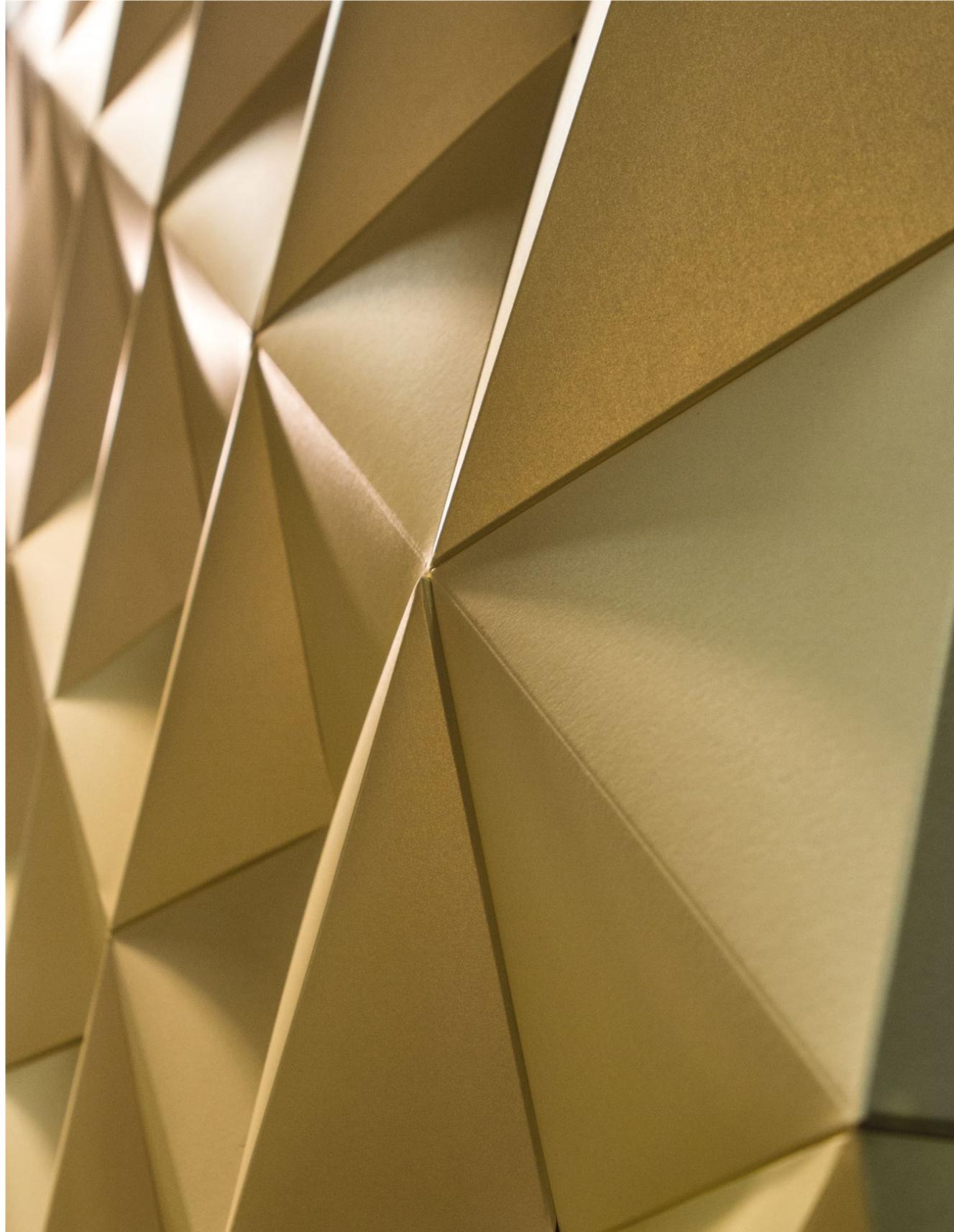


P~

MADE

WITH

PASSI♡N



# 01.

*Group*

Services

# 03.

*Sustainability*

Grafiche Paciotti: Earthback

Cartotecnica Moderna: Integrated Report

# 02.

*Product areas*

Cosmetic

Food&beverage

Fashion&jewellery

Design

Hôtellerie

# 04.

Exhibitions

Contacts





Pròto~typo Group was launched in 2017 by Grafiche Paciotti and CM Cartotecnica Moderna, Umbrian companies that have been in the quality printing and packaging business since 1969.

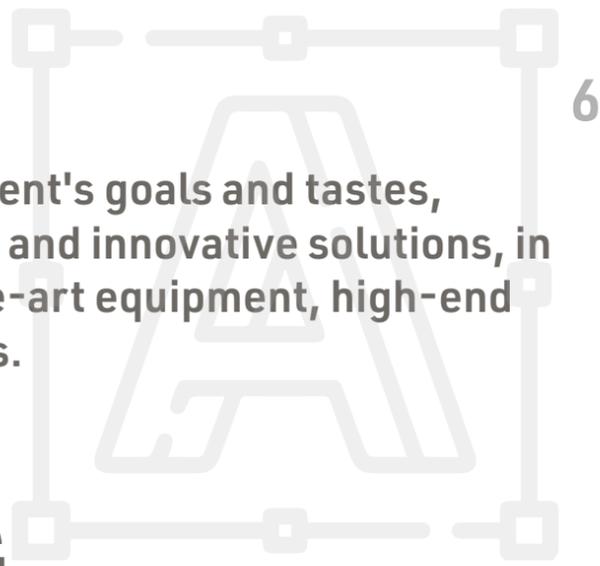
Together they decided to embark on a journey of synergies and alliances with the intention of doing business where the key words are excellence, innovation and sustainability.

**SYNERGY**  
**EXPERIENCE**  
**PRINTING**  
**PACKAGING**  
**INNOVATION**  
**MADE IN ITALY**

## Services

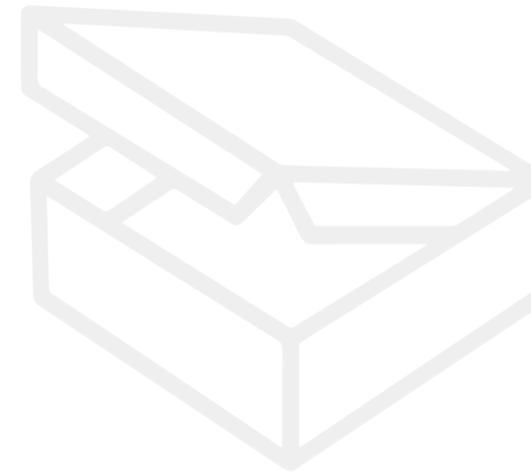
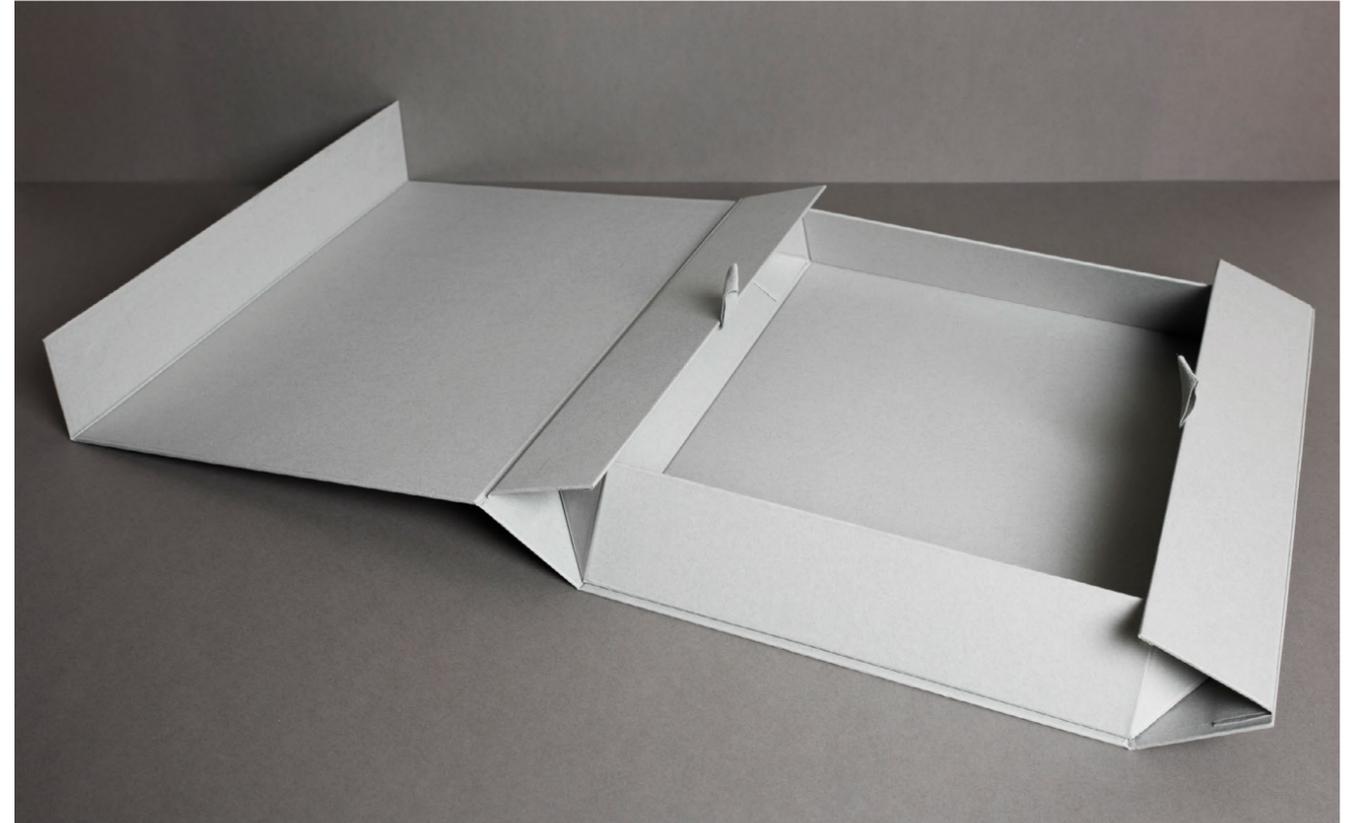
Pròto~typo is able to interpret the client's goals and tastes, designing and implementing original and innovative solutions, in part thanks to the use of state-of-the-art equipment, high-end materials and low-impact techniques.

**LISTENING**  
**DESIGN**  
**CUSTOMISATION**



7

Pròto~typo



**RESEARCH**  
**QUALITY**  
**SUSTAINABILITY**



The cosmetic and pharmaceutical industries stand out because of their constant pursuit of innovation. For these businesses, creative yet secure and resilient solutions must be designed in order to ensure the integrity of the products inside.





- 01. CATALOGUES
- 02. BOOKLETS
- 03. STATIONARY
- 04. WINDOW SIGNS
- 05. CASES
- 06. BOXED SETS
- 07. FRAGRANCE PACKS
- 08. COSMETICS PACKS

- 09. PACKAGING FOR PHARMACEUTICAL PRODUCTS
- 10. PAPER SHOPPING BAGS
- 11. FABRIC SHOPPING BAGS
- 12. POUCHES
- 13. WRAPPING PAPER
- 14. LABELS AND STICKERS





The product line for food products is one of our most extensive and diverse. All our packs are made with paper and inks that are suitable for contact with food, and our *wine boxes* have become the flagship of our collections.



- 01. CATALOGUES
- 02. STATIONARY
- 03. BUSINESS CARDS
- 04. BROCHURES
- 05. MENUS
- 06. RECEIPT HOLDERS
- 07. CUTLERY HOLDERS
- 08. CHOPSTICK HOLDERS



- 09. PLACEMATS
- 10. PAPER SHOPPING BAGS
- 11. SOLID SHOPPERS
- 12. TAKE AWAY PACKS
- 13. BOTTLE PACKAGING
- 14. PAPER FOR CHARCUTERIE BOARDS
- 15. LABELS AND STICKERS
- 16. GIFT BOXES





The world of fashion is by its very nature multifaceted and creative, and it always breathes new life into our creativity, acting as inspiration for endless solutions. From catalogues to sample books, from shopping bags to luxury boxes, each product is designed to impress and last.



- 01. CATALOGUES
- 02. STATIONARY
- 03. BUSINESS CARDS
- 04. BROCHURES
- 05. INVITATIONS AND ENVELOPES
- 06. RECEIPT HOLDERS
- 07. THANK YOU CARDS



- 09. DIARIES AND NOTEBOOKS
- 10. PAPER SHOPPING BAGS
- 11. FABRIC SHOPPING BAG
- 12. SOLID SHOPPERS
- 13. FABRIC FOLDERS
- 14. PRESS KITS
- 15. LOOKBOOKS
- 16. DRESS TAGS
- 17. CLOTHES SEPARATORS
- 18. CLOTHES FOLDING BOARDS
- 19. WRAPPING PAPER
- 20. RETURN KITS
- 21. SECURITY TAGS
- 22. LUXURY PACKAGING
- 23. BELTED BOXES
- 24. JEWELLERY DISPLAY BOXES
- 25. DISPLAY BOXES





Creativity is expressed through the ability to experiment and shape ideas, focusing on every aspect and paying attention to even the smallest detail.



- 01. CATALOGUES
- 02. STATIONARY
- 03. BUSINESS CARDS
- 04. BROCHURES
- 05. POSTERS AND FLYERS
- 06. COLOR CHARTS
- 07. MAGAZINES
- 08. FOLDOUTS



- 09. DOCUMENT FOLDERS
- 10. PAPER SHOPPING BAGS
- 11. FABRIC SHOPPING BAGS
- 12. COLLAPSIBLE BOXES
- 13. GIFT BOXES
- 14. SOLID SHOPPERS
- 15. LABELS AND STICKERS
- 16. TAGS
- 17. WASHABLE PAPER GIVEAWAYS





The hôtellerie collection is a personification of practical elegance and craftsmanship. A vast and exclusive product line reflects detailed customer care.



- 01. CATALOGUES
- 02. STATIONARY
- 03. BUSINESS CARDS
- 04. BROCHURES
- 05. MENUS
- 06. RECEIPT HOLDERS
- 07. THANK YOU CARDS
- 08. CARD HOLDERS



- 09. DOOR HANGERS
- 10. PAPER SHOPPING BAGS
- 11. SOLID SHOPPERS
- 12. SKETCHBOOKS
- 13. BOTTLE PACKAGING
- 14. PAPER FOR CHARCUTERIE BOARDS
- 15. LABELS AND STICKERS
- 16. GIFT BOXES
- 17. TAX RECEIPTS
- 18. LUGGAGE TAGS
- 19. CUSTOM PLACEMATS, COASTERS
- 20. BOOKING AND RESERVATION PADS
- 21. LAUNDRY CARDS
- 22. FORGET SOMETHING CARDS



## Grafiche Paciotti: we believe that without sustainability there can be no future.

The past few years have presented us with new challenges, and to meet these needs we have been guided by the three values that have always inspired us: quality, research, and a love for what we do.

We firmly believe that without sustainability there can be no future, not just for our company, but especially for the new generations who must inherit a lush, rich and balanced planet.

That is why we created earthback, a multifaceted project that allows us to tell the story of our true commitment to environmental protection.

### Our true commitment

#### 1. MONITORING AND CERTIFICATION OF IMPACT.

In 2021, we decided to embark on a journey of carbon footprint organisation (cfo) certification, calculating our overall carbon footprint according to uni en iso 14064-1:2019

#### 2. CHOOSING MORE SUSTAINABLE RAW MATERIALS AND PROCESSES.

We select suppliers who offer products that come from sustainable supply chains, preferring recycled and recyclable raw materials. More than 80% of our waste is 100% recycled.

#### 3. IDEAS AND PROJECTS THAT ARE ALSO ENVIRONMENTALLY CONSCIOUS.

We are constantly experimenting. We have evaluation and production criteria that reduce the waste of raw materials and energy.

#### 4. TECHNOLOGICAL INNOVATION AND EFFICIENCY

Since 2017, we have integrated innovative UV LED and waterless printing processes to have zero ozone emissions and reduce water consumption. We have invested in digital technologies to monitor processing flows, succeeding in optimising time and resources.

#### 4. INCREASING OFFSETTING OF CO<sup>2</sup>

By purchasing trees and supporting circular economy projects such as regusto, we have embarked on a path to fully offset direct carbon dioxide emissions.



## earthbackid

### The product sustainability ID card.

Through earthbackid we automatically calculate the sustainability index and carbon footprint related to the production of each product we make.



### What does the ID card consist of?

#### 1. THE EARTHBACK SCORE

This is a score that ranges from 0 to 100 and determines the sustainability of the product

#### 2. DETAILED ACTIONS

The list of all items that determine the sustainability score

#### 3. CARBON FOOTPRINT\*

The detailed calculation of direct and indirect emissions of the product

#### 4. EMISSION OFFSETTING\*\*

The value of direct emissions that are 100% offset by Grafiche Paciotti

#### 5. THE PRODUCT DISPOSAL CODE

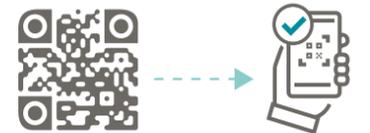
The directions for product disposal according to the production materials

The system automatically determines the product's sustainability index. A proprietary algorithm analyses all information regarding the design, production and disposal, taking into account characteristics regarding the selected raw materials and planned processing.

LEARN MORE ON [EARTHBACK.ECO](https://earthback.eco)



TRY THE DEMO  
SCAN THE QR CODE  
AND DISCOVER THE EARTHBACK  
ID CARD



*The calculation of the Carbon Footprint of the Organisation (CFO) was performed using data processed through emission factors derived from specific internationally recognised databases (Ecoinvent). This was thanks to our collaboration with Efficert, which carried out the technical study, and the verification institute ICMQ, which certified its correctness. \*\*The offsetting of direct emissions is done through the purchase of Regusto environmental credits, which enable the co-generation of positive environmental and social impact in the country. Credits are generated and certified through blockchain technology and subject to limited assurance by RSM International.*

**Cartotecnica Moderna:  
We have begun a journey of awareness that has led us to have, as a natural consequence of our actions, sustainability at the core of our business model.**



Our journey starts with **design**, and it involves the **production process** and looks all the way up and down the supply chain through a **constructive dialogue with Partner Suppliers and Customers**. Each company approaches sustainability according to their resources and their potential. They "interpret" it. This requires, first and foremost, clear internal shared objectives and decisions about certain aspects the company can and would like to act upon. It is a journey through change, made up of small steps, which we have wanted to embrace and which has led us, in 2022, to our first **Integrated Report**. Cartotecnica Moderna's first step was to nominate a **dedicated Sustainability Team**.

The team is working on impact goals, raising internal awareness and creating a stakeholder dialogue. It will, over time, preside over planned actions and initiatives. Gaining a clear awareness and sharing goals and also the principles behind the company's sustainable behaviour were the main focus of a training and information course that involved all of the Talents of Cartotecnica Moderna. The main aspect that Cartotecnica Moderna focused on first was **the materiality analysis**, which, starting with stakeholder mapping, involved key stakeholders in **discussions, exchanges, assessment and restitution**. These actions have enabled Cartotecnica Moderna to clarify its vision with respect to sustainability and to focus resources and attention on objectively salient actions. It is, of course, an ongoing process that is yet to be completed, but it has certainly brought clarity when it comes to actions that we are taking, and helped to strengthen the relationships between the company and its stakeholders. For us, addressing material issues and goals, and reporting on our work, is the essence of sustainable action that cannot be separated from a deep understanding of the needs and demands of stakeholders.

As part of our consulting work, we have established simple and easily implemented guidelines for producing all types of packaging sustainably and with fully recyclable properties. We have **3 product categories** that have different recycling virtuosity, with increasing requirements from a sustainability perspective.

#### 1. CONVENTIONAL

This is packaging that, due to its inherent characteristics, cannot be properly disposed of in recycling systems.

#### 2. GREEN

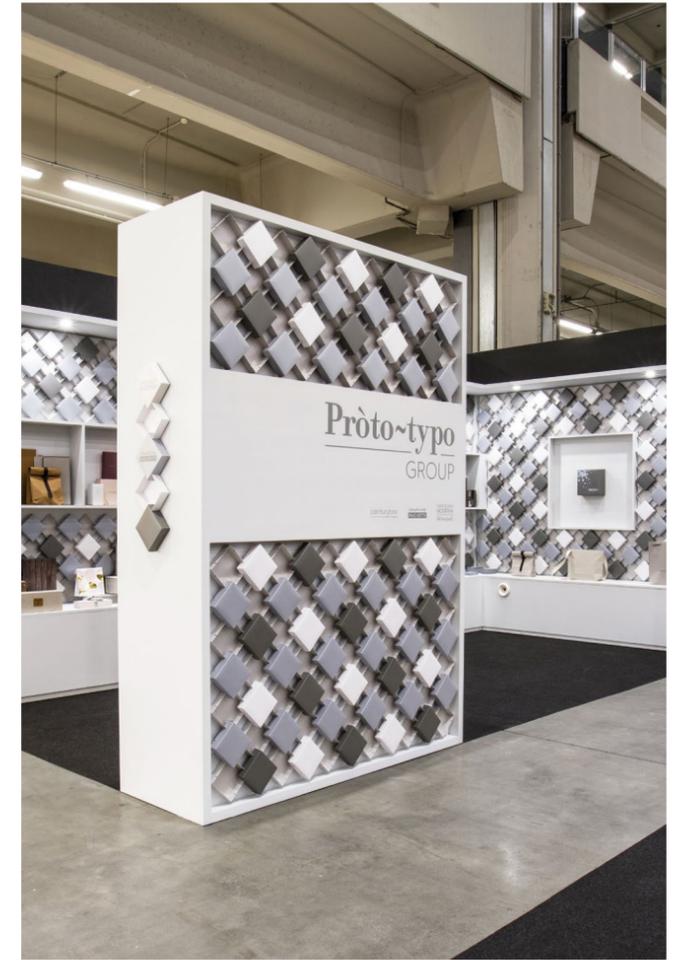
Details about this packaging:

- **We design it** with easily reversible mono- or multi-material aggregation systems
- **We use** easily recyclable raw materials
- **We use** recycled raw materials and/or FSC-certified paper/cardboard
- **We optimise** design criteria and production for a minimum use of raw materials

#### 3. GREEN PLUS

Details about this packaging, in addition to *green* requirements:

- **For production we use** inks, glues, and other materials that are of natural origin
- **We conceptualise** a second life for the packaging
- **We optimise** the supply chain



Every year Pròto~typo exhibits at the most important industry shows: LuxePack in Monaco, an event with an international following for luxury packaging, and Packaging Première, the only event in Italy that acts as a true showcase for the latest innovative products and with space for experimentation and innovation.



**Pròto~typo**<sup>®</sup>  
GROUP

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