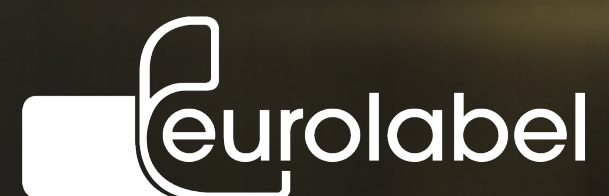


# SUSTAINABILITY

AS A BUSINESS OPPORTUNITY  
FOR A LABEL CONVERTER



Dr. Vlad Sljapic and Aldo Franco

# GRAPHIMECC TRACEABILITY HELPS...

- Support growth of circular economy
- Underpins sustainability
- Creates recycling transparency
- Helps manage carbon footprint



# TRACEABILITY

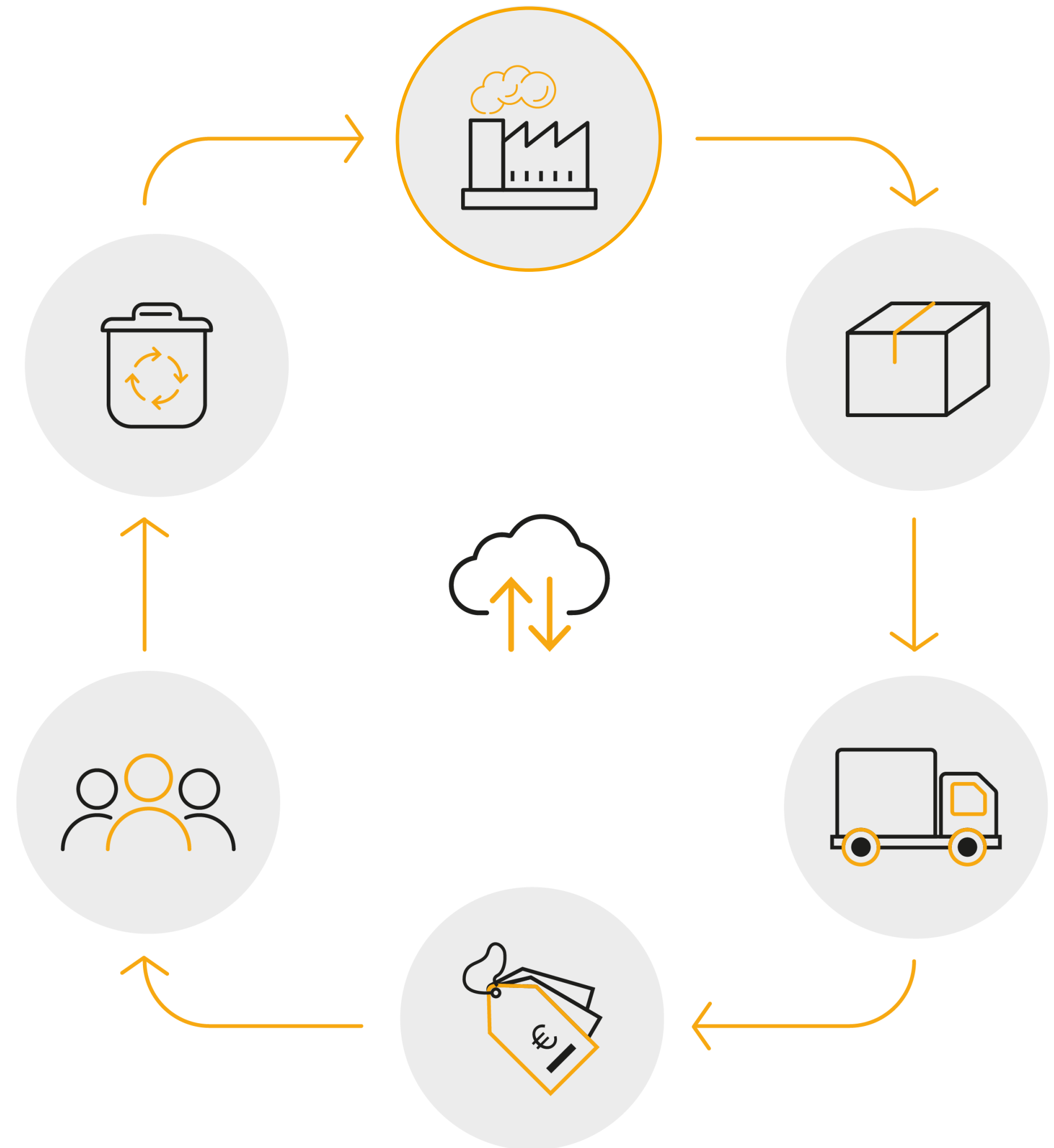
## HOW DOES IT WORK?

Our tech connects all stages of a product lifecycle

- Manufacturing
- Aggregation
- Shipping
- Disaggregation
- Sale
- Post sale brand engagement
- Reuse and recycling

Backbone of

- Process management
- Quality assurance
- Recyclability tracing
- Brand protection



# WHO ARE GRAPHIMECC



Data / Cloud / ERP

Customized connections



GRAPHIMECC



Unique ID Labels, Packaging, Tags

Certificate of no errors in the final production output



Fully Automatic



ZERO error guarantee

ZERO ERROR  
TECHNOLOGIES

# ...WITH HIGHEST LEVELS OF AUTOMATION...



## Human Supported

All operator actions are driven by Graphimecc proprietary process

## Fully automatic

Operator replenishes the raw material

# ...AND ZERO ERRORS GUARANTEED!



## Graphimecc Production Certification

Ability to certify the traceability production output, for every roll, batch or SKU

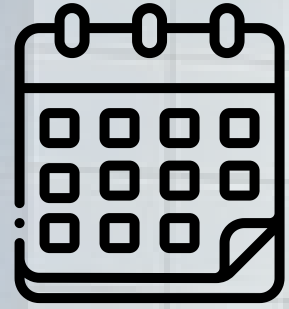


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 eurolabel

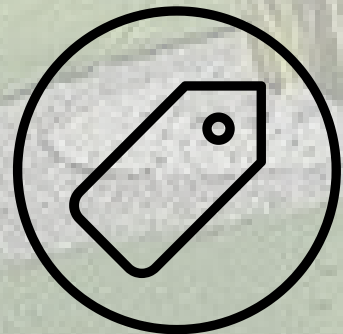




**1964**



**Milan** 



**Pharmaceutical**

**Food & Beverage**

**Cosmetics**

**Industrial & Logistics**

feel  
your  
ideas  
ideas  
ideas  
ideas  
ideas  
ideas  
ideas  
ideas

# The origin of sustainability

Wash and re-use

Go to school  
on foot

Repair  
instead of  
throwing  
away!

Avoid  
disposables!

Respect  
others





# Sustainability today

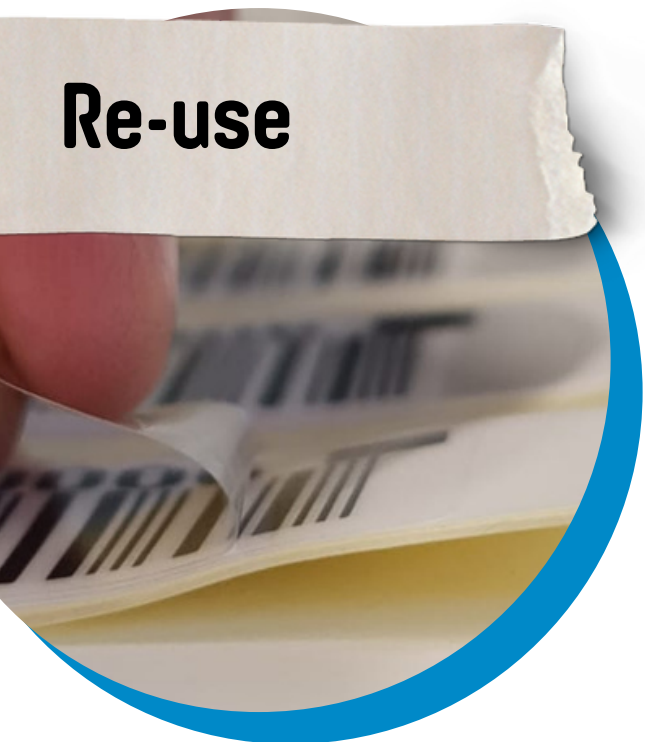


- Climate change strategy
- Waste
- Renewable energy
- Energy efficiency
- Carbon intensity
- Enviromental management system

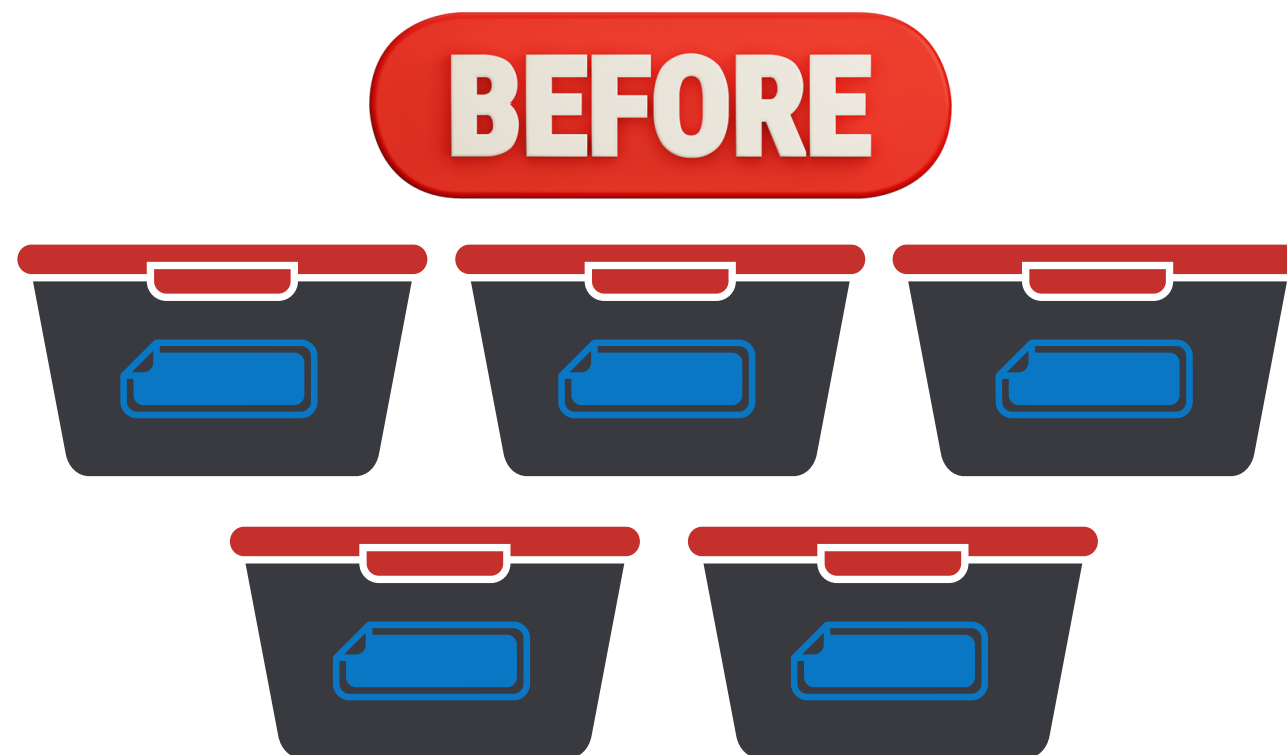
- Business ethics
- Compliance and business continuity planning
- Transparency
- Mitigation of business risk
- Stakeholder engagement

- Equal opportunities
- Inclusion and Diversity
- Health and safety
- Human rights
- Customer & product responsibility
- Educational program

# Case study Pharma



- Reuse & Recycle
- Energy efficiency



Traceability  
Variable data

# Food delivery

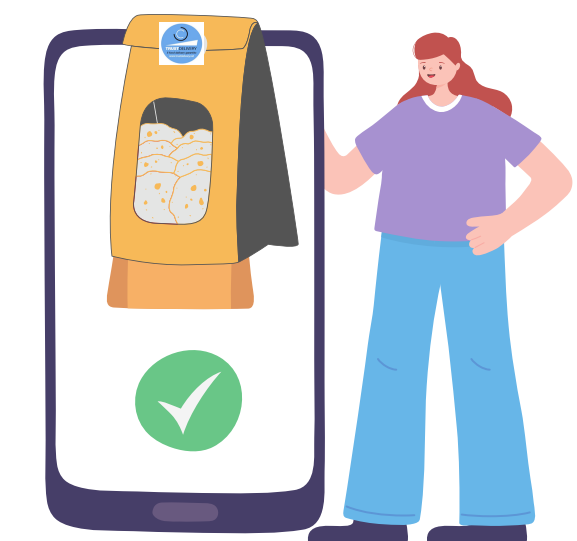
E

S

G



- Product responsibility
- Health
- Claim reduction
- Business ethics



Chef Gourmet

Delivery

Product integrity check

Traceability  
Customers connection

Security seal with variable data and QR CODE

# Pumps & marine accessories

E

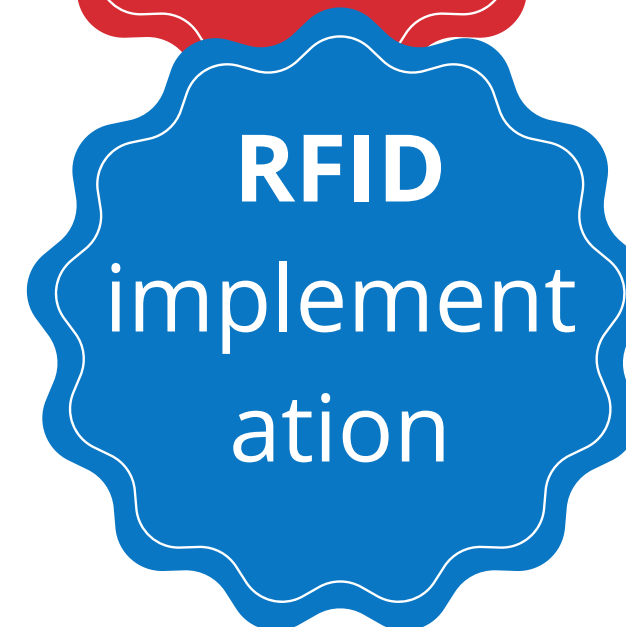
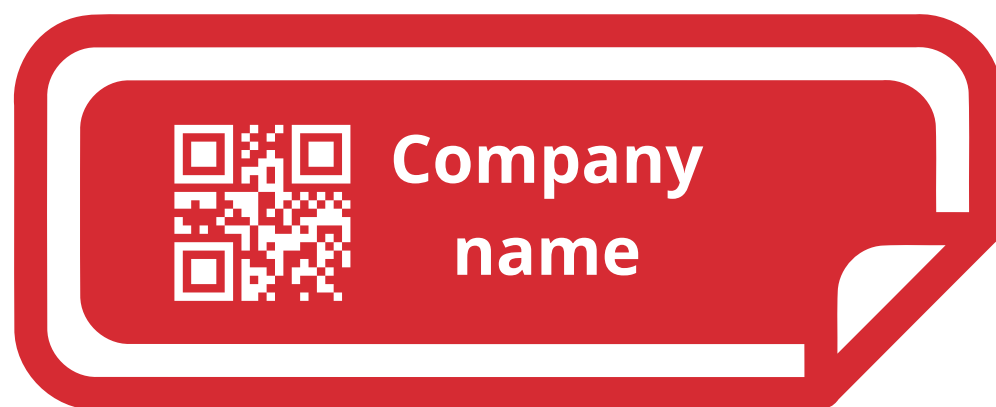
S

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## Authentication



- Safety
- Customer & product responsibility
- Mitigation of business risk



**NOW:**  
Micro text  
Variable data



# **Eurolabel Survey - Brand Revolution Lab - October 2022**

**EDUCATION  
FOR  
SUSTAINABILITY**

**PARTNERSHIP  
FOR  
SUSTAINABILITY**

**RENEWABLE  
ENERGY**

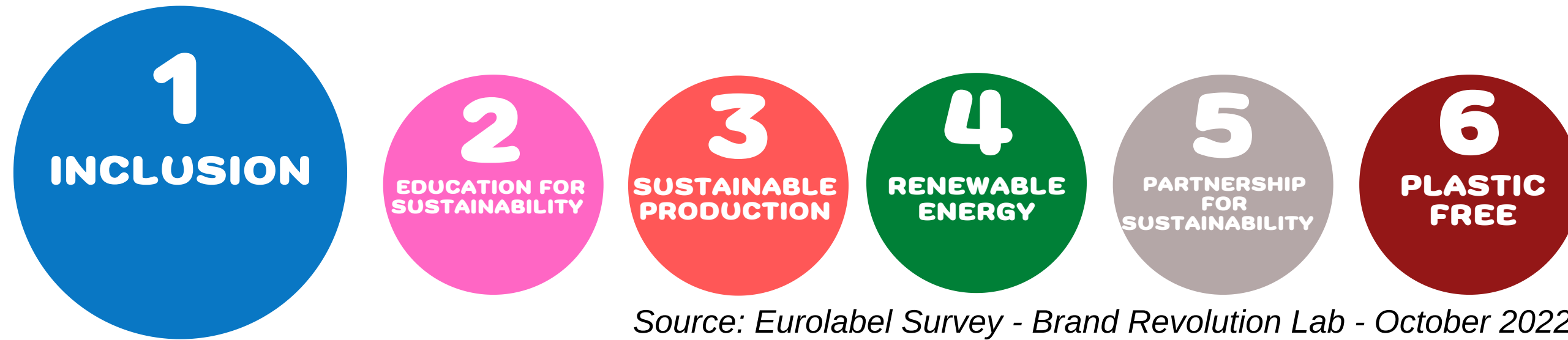
**INCLUSION**

**SUSTAINABLE  
PRODUCTION**

**PLASTIC  
FREE**

# Sustainability tomorrow

Not just sustainability. Make room for accessibility and inclusion!



Source: Eurolabel Survey - Brand Revolution Lab - October 2022

A packaging must be: **Functional, Catchy, Accessible and more.**

Social Responsibility for Packaging: when you are involved in a packaging design process think about colour, font, Braille, texture, adaptive design.



# The importance of the stakeholders engagement



**IT IS** *not* **JUST A LABEL.**

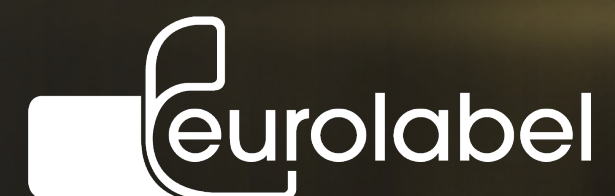


*Thank you*



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