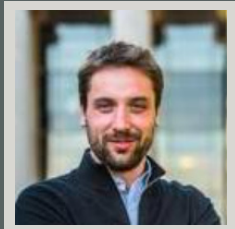


Editorial



Paolo Minelli

mPacking was created in 2022 under the impetus of the Minelli Group.

The company's mission is to produce perfume and cosmetic packaging solutions using eco-responsible materials such as mBlack™, a plastic substitute that stores CO2 captured from the atmosphere in the long term.

Our aim is to impact the industry by replacing environmentally harmful materials with alternative, innovative and of course sustainable products, to reduce carbon emissions across the supply chain. mBlack™ for example is a proprietary material made using biochar, which is derived from the many tons of wood waste generated by our manufacturing activities. Biochar is a carbon sink because it absorbs more carbon from the atmosphere than it releases. mBlack™ is biodegradable and does not leave any microplastics behind at the end of its life cycle.

To my knowledge, fully certified biochar-based materials have never been used in the cosmetics industry. Our target is the Masstige

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COSMETIC PACKAGING: RETHINKING THE CONCEPT!

mPacking started from a simple observation made by the Minelli Systems team: "Start from square one to rethink the very concept of packaging for the beauty sector". And offer a whole range of services covering design, prototyping, and manufacturing, but also and above all, to introduce innovative low carbon materials. The latest surveys speak for themselves:

According to the GWI Global Web Index, 61% of consumers are likely to opt for brands provided they are more environmentally friendly than their current brand. According to the Boston Consulting Group, 57% of consumers are less likely to buy products that come in packaging that they consider environmentally damaging. Finally, 73% of consumers are willing to pay more for greener packaging. 20% are even willing to pay an extra 10%.



Today, the expertise of mPacking has grown considerably to now including competences about distribution, resources management, end-of-life options, and manufacturing of our products. The company focuses on sustainable materials by building a portfolio of new and exclusive products that are in line with mPacking's mission and the history of the Minelli Group. But mPacking does design and manufacturing.

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SUMMARY

P1/P2

COSMETIC PACKAGING : RETHINKING THE CONCEPT!

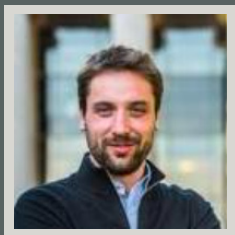
P3

mBlack®, A REVOLUTION !

P4

MINELLI GROUP : A 86 YEARS HISTORY





Paolo Minelli

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and Premium beauty brands that want to adopt more sustainable packaging. As a reminder, biochar (short for "bio charcoal") is a solid, microporous residue obtained after heating organic matter (forest residues, wood chips, sawdust, etc.) at high temperatures in an oxygen-free or very poor oxygen environment (pyrolysis). The composition of biochar differs according to its raw material and production method, but it is mainly composed of carbon. Today, we are the first to use this technique to produce a material allowing environmentally friendly packaging. mBlack™ is the first step, but we are already working on other next-generation blends and technologies (beyond injection molding, blow molding, etc.). This first press release will help you to better understand the path we are following, the tremendous importance of our efforts to serve the environment and the means we have at our disposal with the support of the Minelli Group to achieve our goals.

Paolo Minelli

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Complete packaging!

"The fact that these are our proprietary materials is important, explain mPacking officials, because it identifies us as a developer of complex products (as opposed to a manufacturer of 'standard' packaging)." And having them made from wood waste is important because it certifies that our factory model and culture are TRULY circular".

mPacking is able to act as a single point of contact if you wish to make a complete packaging (wood component + mBlack + metal component + PP component, etc. mPacking operates in a highly industrialised area near Bergamo in northern Italy where there is a high concentration of small and medium-sized manufacturing companies. Most of the subcontractors needed by the company can be found within a 150 km radius, reflec-



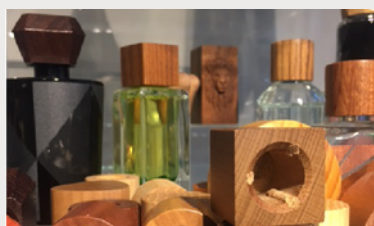
ting the fact that mPacking bets for the future on a model based on local manufacturing (short supply chain and stric quality control). ring companies. Most of the subcontractors needed by the company can be found within a 150 km radius.



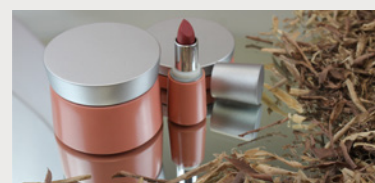
PRODUCTS

WOOD IN ITS MANY FORMS!

The Minelli Group can turn a simple idea into unique perfume packaging. The group's expertise in wood



processing, combined with a wide selection of wood species and finishing options, makes it possible to create prestigious closures and containers for the Perfume sector, tailored to the needs of brands. Thanks to their know-how and the technologies implemented, the Minelli teams create unique and unconventional shapes, guaranteeing consistency, precision and profitability.



By turning, milling and grinding, wooden caps and packaging can be created achieving any type of surface, combined with a virtually infinite number of finishing options.

(Continues on page 3)

mBlack™, A REVOLUTION!

mBlack™ is a new exclusive material made from biochar, coming from wood residues originating from the Minelli Group's wood processing activities. Biochar is a true carbon sink as it absorbs CO2 from the atmosphere in the long term. To produce mBlack®, biochar is mixed with biodegradable biopolymer which therefore releases no microplastic at the end of the life cycle.

Why biochar?

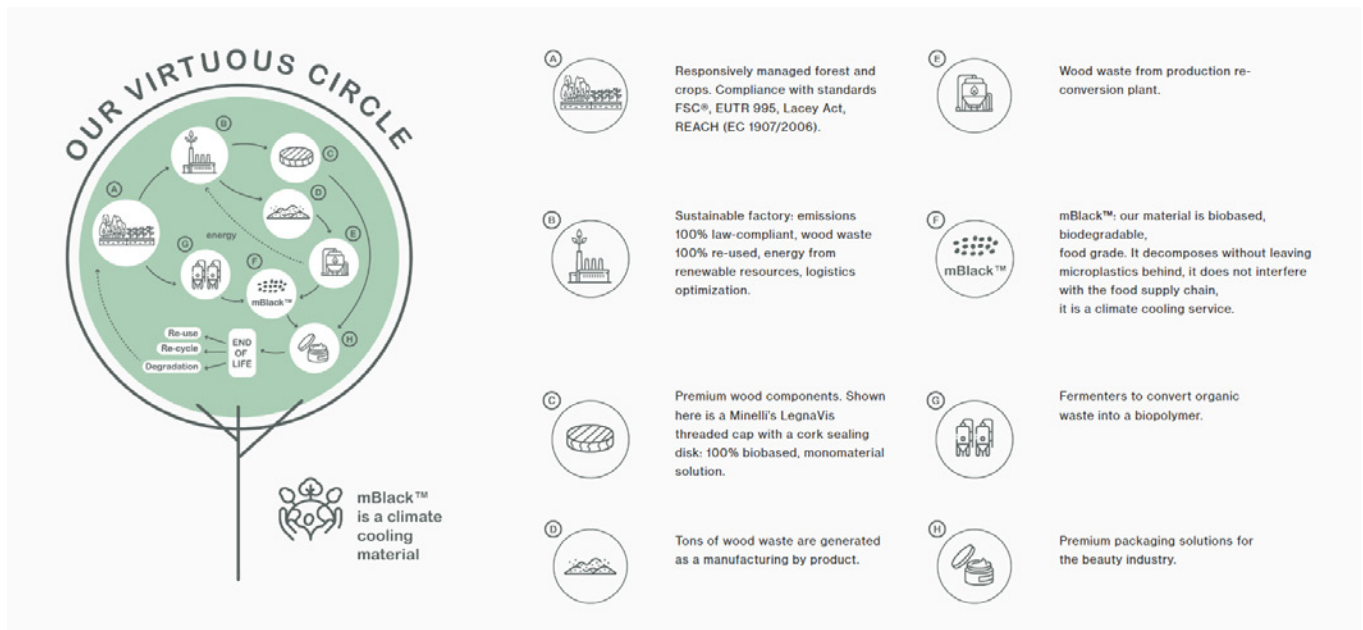
Paolo Minelli : Because it has very good sustainability properties (it is a carbon sink). But also because it makes a lot of sense in our very specific industrial context with the wood waste generated by the Minelli Group and because it allows us to be truly circular.

You are clearly addressing the huge issue of plastic waste!?

Paolo Minelli : That's right because the scale of the problem with traditional plastic is dramatic when you know that it can take up to 1,000 years to degrade naturally. Plastic is everywhere.

Our ambition is to offer an eco-responsible alternative to plastic. mBlack™ is mouldable and can therefore be decorated like standard plastics. It is functional and versatile, without sacrificing aesthetics. Our mBlack™ material stores carbon in a long-term stable form, thus reducing the amount of CO2 released to the atmosphere and effectively acting as a climate cooling service.

Not only is mBlack™ a natural, and scalable carbon sink, but it is also biodegradable, with no microplastic release, and does not interfere with the food supply chain. Note that mPacking does not sell the material, but the finished product.



PRODUCTS



(Continues from page 2)

With "Legnavis" Minelli has developed the first threaded wooden cap enabling complete airtightness.

To date, wooden closures for cosmetic containers required an inner plastic threaded cap to ensure a perfect seal. From now on, this plastic part and the glue associated with it can be permanently eliminated, resulting in a fully



ecological object.

Thanks to its innovative tools and CNC machines, as well as manual and automatic quality control during production, Minelli has created the most robust and durable threaded cap with no plastic or glue.

LegnaPin (patented system) is based on using pins of cork to make friction caps that are monomaterial.

THE MINELLI GROUP : 86 years of history

On 13 January 1937, the Minelli Company was registered in Bergamo, by Francesco Minelli and his three sons Raffaele, Felice and Paolo. In 1940. Hence, in the village of Ambriola, a small workshop was built to make a few wood-based pieces. The saga has been going on for 86 years...

In this small workshop, Francesco's sons were taught to recognise the noblest woods and the techniques to work and finish wood. In 1952, the workshop became a small factory with a small office to run the business. In the middle of a narrow valley, where the sun's rays hardly appear, Minelli products started to be appreciated and the company was growing year after year. Along with the economic growth of the 1960s, some of the production processes were automated and new warehouses were built.

In 1974, the company started producing different product lines, which required more floor space. Soon the plant in Zogno was built. Over the years, Minelli refined its expertise and improved its production capability. In 2010 it became vital to have an in-house finishing laboratory where the company could exploit its know-how and expertise to develop and experiment with new finishing techniques and methods. This led to the creation of the Gottolengo production plant and finishing laboratory.

The renowned quality of Minelli products led to growing demand from international markets. To meet this demand, increase the number of production lines, and reduce carbon emissions generated by the transportation of goods and raw materials, Minelli expanded in Europe, and in 2012 built a production plant in Albania. In 2015, Minelli USA LLC was inaugurated.

From the initial workshop to the five factories spread around the world, the Minelli Group continued to make a name for itself with



artisanal wood-made products. In 2020, a new company was created by the group: WOOX, which specialises in the manufacture of an artisanal line of outdoor gear marketed in the United States.

The Minelli Group is one of the first companies to be certified by the Forest Stewardship Council®, which guarantees that the raw material used originates from responsibly managed forests and provides environmental, social and economic benefits to local communities. This preserves the biodiversity, productivity and ecological processes of forests.

The Group's woodworking expertise, combined with a wide selection of wood species and finishing solutions, has enabled it to produce prestigious caps and finishes for the perfume industry.

The wood processed is FSC which means that it comes from responsibly managed forests and provides environmental, social and economic benefits to local communities. The company is also PEFC certified and complies with the European regulation EUTR 995.



Visite us



14 & 15 June 2023 / Stand L50



Stand ES-A08

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