

FEDRIGONI PRESENTS SYMBOL CARD & PACK, THE COMPLETE LUXURY COLLECTION FOR PACKAGING AND PUBLISHING

Fedrigoni's paper collection evolves and is enriched with new materials. A complete and versatile range of papers for packaging and publishing, designed for the most varied creative solutions.

Milan, 25 May 2023 – A complete and versatile collection for luxury packaging and publishing, that allows any type of shape to be imprinted on the project, setting creativity free. A range that combines aesthetics, functionality and sustainability, guaranteeing the definition of details even on large volumes. These are some of the features of **Symbol Card & Pack**, the new multi-faceted collection branded **Fedrigoni Group**, a global reference operator in the production of special papers with high added value for luxury packaging and other creative applications, as well as self-adhesive materials for the creation of premium labels.

The new collection is the result of the evolution of **Symbol Card** and **Symbol Pack**, which are enriched with new materials designed to satisfy the most demanding customers, ideal for any shape of finishing and type of printing. The new Symbol Pack papers, available in White and Premium White, offer improved performance in terms of printability, cutting and folding. Thanks to the use of a new pulp and a specific coating, excellent performance can be achieved without cracking along the crease.

Also included in the collection are the new surface-textured papers in six embossed Symbol Card designs, ideal for the production of greeting cards. In addition to the embossed papers, the range includes papers for making shopping bags and for lining boxes, the latter with a minimum guaranteed recycling rate of 40%. In addition, the product portfolio of Symbol Pack Premium White, Symbol Card Premium White and Symbol Card High Bulk has been enriched with versions for direct contact with dry foodstuffs, which expand its application possibilities.

The papers in the new range are perfectly suited for the main printing systems: letterpress, offset, embossing, hot foil stamping, thermography and screen printing.

"Historically, the Symbol Card range was dedicated to mostly traditional applications. The aim of the new collection, on the other hand, is to offer the market cross-sector solutions for the entire packaging and publishing sector, proposing a complete and versatile offer to the most demanding customers", says **Micaela Di Trana**, Fedrigoni Paper's Marketing and R&D Director. "Through constant research and development, we now have a multi-faceted range that allows the most creative ideas to be expressed across the board."

All information on the Symbol Card & Pack range at this link:

<https://paper.fedrigoni.com/swatchbook/symbol-card-pack-collection/>

Fedrigoni

Founded in 1888, Fedrigoni today stands for excellence in the world of self-adhesive labels and materials and high value-added papers for luxury packaging and other creative solutions. With over 5,000 employees in 28 countries and 25,000 products, the Group sells and distributes in 132 countries and, also thanks to recent acquisitions, gained the positions of first global player in wine labels and special papers for luxury packaging, second in art and design papers and third in premium self-adhesive materials. The Paper division includes the Cordenons Group, the historic Fabriano brand, Éclose (November 2021), Guarro Casas (October 2022) and Papeterie Zuber Rieder (December 2022). The Self-Adhesives division includes Arconvert, Manter, Ritrama (February 2020), IP Venus (December 2020), Acucote and Rimark (June 2021), Divipa (February 2022), Tageos (April 2022), and Unifol (July 2022). The US distributor GPA is also part of the Group.

For more information: www.fedrigoni.com

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