

Save the Waste



Nourishing confidence

PACKAGING SPROUTED FROM A BEAN.

Save the Waste is the new and ambitious ethical project from Pedon of an eco-sustainable paper coming from a result of a circular economic model, having been launched to coincide with EXPO Milano 2015.

The virtuous cycle...

The process begins with the selection of seeds. Beans are rich in protein, eco-friendly and GMO-free, grown by thousands of family farmers which are part of programs aimed at economic and agricultural development.

From the soil we obtain an important product from everyday nutrition and for the environment. The imported raw material is carried by train instead of lorry, reducing CO₂ emissions.

The product is so precious that the waste by-products are collected and used to produce a new food grade paper, instead of being eliminated. CRUSH fagiolo paper is created in collaboration with

FAVINI

In this way we reduce the use of virgin tree pulp by 15% and lower greenhouse gas emissions by 20%.

Save the Waste promotes an integrated supply chain which creates and distributes value to all the people involved and contributes to the culture of corporate responsibility, from the manufacturer all the way to the end consumer.



PRINTING SOLUTIONS



The result is a GMO-free and FSC®-certified food grade packaging which includes 30% post-consumer recycled fibre. The eco-friendly inks and the transparent PLA window, make this eco-sustainable packaging 100% recyclable. In addition, all the energy which is used throughout the process, from manufacturing the paper to packing the finished products, comes from renewable sources.

RICONOSCIMENTI:



**LENTICCHIA
pedina®**

The new packaging is ready to be used this year in the popular Lenticchia Pedina, Pedon's ethical lentils which has been supporting, for more than 13 years, humanitarian campaigns for the rights and wellbeing of children. Lenticchia Pedina supports



Save the Children
Italia ONLUS

www.savethewaste.com
info@savethewaste.com

