A LEADING CELLULOSE FIBER MOLDING PARTNER FOR PREMIUM PACKAGING

Where premium design meets sustainable innovation.



Premium Fiber Molded Packaging

Premium by design. Sustainable by purpose.

PREMIUM FEEL · CO-CREATION · MADE IN

WHO WE ARE

Benefit Company specialized in cellulose fiber molding technology.

Alter Eco Pulp transforms cellulose from annual plants into bespoke premium packaging that protects valuable products, elevates the brand experience, and shapes responsible luxury.

Premium by design. Sustainable by purpose.

WHERE WE PRODUCE?

Made in Italy, built for industrial scale.

Alter Eco Pulp is based in Tivoli, near Rome. A second production site will open in Carsoli in December 2026, adding over 10,000 sqm.

Italian know-how. European scale.

WHY NOW?

Alter Eco Pulp compliance provider.

The EU regulatory framework is pushing the market toward sustainable solutions

- PPWR, plastic tax, EUDR: PFAS ban, recyclability, traceability, extended producer responsibility.

Adapting is not a choice, but a necessity.

WHY FIBER MOLDING

Industrial performance, natural premium feel.

- Plastic-free, tree-free, PFAS-free, food contact, leak-free
- Custom by design: mass coloring · laser · inkjet · embossing
- Responsible fibers: sugarcane · bamboo · hemp · wheat straw

Built for industry. Sustainable for the planet

YOUR VISION, OUR FIBER.

From plastic inner to premium sustainable experience.

PREMIUM FEEL · REAL SUSTAINABLE · CO-CREATION · MADE IN

A · REPLICATE

Same function. Better material story.

We rebuild existing inner packaging - today often made in thermoformed plastic or paperboard - for fragrance, skincare, cosmetics, beauty devices and premium pharma.

B · CREATE

From product geometry to tactile brand experience.

We develop new inner and protective packaging from scratch.
Product geometry study → feasibility → 3D-printed prototype → validation → production.

- **CONCEPT APPLICATION** → From plastic inner to fiber inner



Same box.
New fiber inner.

- **REAL CASE STUDY**



Fiber molded packaging developed and produced by Alter Eco Pulp.

Proof of feasibility and production capability in molded fiber.


Not a fiber,
A packaging partner
Pulp Tray
ALTER ECO PULP