

RESHAPING THE GELATO EXPERIENCE IN MOLDED FIBER

Where functionality, design and sustainability come together.



Premium Fiber Molded

Premium by design. Sustainable by purpose.

PREMIUM GELATO · SUSTAINABLE · 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 premium.

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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 January 2027, 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

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A · REPLICATE

Same function. Better material story.

We rebuild existing inner packaging - today often made in thermoformed plastic or paperboard - for gelato industry

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 → Freedom of shapes



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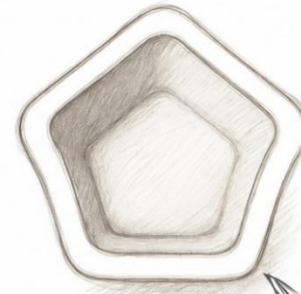


Gelato Cups

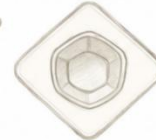
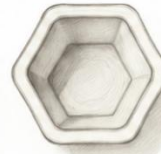


PROGETTO PER UNA NUOVA COPPETTA COMPOSTABILE

Geometrie alternative
per nuove soluzioni
di impilabilità, stabilità
e riconoscibilità.



BORDO PIATTO
E AMPIO
BARRIERA ANTI-GOCCIA
E PRESA ISOLANTE



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Ice Cream Sticks & Spoons



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Isotta



Full Pulp
Isotta

