

APEPAK - NATURAL WRAPPING FOR FOODS MADE OF COTTON AND BEESWAX IN ITALY

[Apepak](#) is an innovative product with natural antimicrobial properties for wrapping and preserving food, created by an ecologic company based in the Veneto Region of Italy.

The new Apepak food wrapper is 100% natural and biodegradable, washable and reusable, lasting at least one year. It is an ecological waxed tarp, available in various sizes, suitable to replace the common plastic film to wrap bread, fruit, vegetables, cheeses, cookies and many other foods as well as to seal containers and terrines.



Apepak is made from an organic cotton fabric impregnated with organic beeswax, jojoba oil and pine resin. Cotton effectively retains beeswax, allowing for better product performance and durability. Beeswax guarantees the antibacterial and antimicrobial properties of this natural wrap. Thanks to this mixture, the fabric is completely moldable and allows to wrap all kinds of food.

The product is semi-rigid and [can be used for different purposes](#): to seal fresh food containers, to seal kitchen scraps, to keep food fresh for 2-3 weeks in the freezer, to take food to work or school. By heating the ends of the fabric with the heat of the hands, Apepak allows to hermetically seal the food.

The use of Apepak presents the following significant advantages for the environment and for the sustainable development of local economies, allowing:

- reducing waste of single-use plastic film, bags and containers commonly used for food preservation: each Apepak sheet saves one square meter of plastic film per day, reducing its discharge into rivers, seas and the environment;
- extending the shelf life of food and reducing its wastage in households: the natural antimicrobial properties of the product and its composition allow food to breathe, maintaining its quality and lasting longer days;
- supporting the protection of honey bees, which are classified as endangered species, and the organic and sustainable practices of beekeepers, free of pesticides and certified by the Biodiversity Friendly [WBA](#);
- supporting organic cotton crops and their ethical supply chains certified by [GOTS](#) (organic farming and sustainable supply chain);
- reducing the cost for the preservation of food products: being washable and reusable for up to 1000 uses, the cost of each Apepak wrap is reduced by 10% compared to the plastic film and without consequences for the environment.

The first Apepak prototype was created in 2017 by Massimo Massarotto, ecologist committed to the great challenges of sustainability



and social economy. Its work focused on the search for a new product that would reduce the negative impact of the waste of plastic films currently used to protect food, valuing at the same time the environmental resources and local economies. Apepak is the result of a long testing phase of the product, subjecting it to rigorous tests to improve the effectiveness of its performance.

In this phase the founder of the company also decided to establish the Apepak manufacturing plant in the Social Cooperative [L'Incontro Industria 4.0](#) based in a town of the Veneto Region (Italy), to support their members and to ensure a social impact in the territory.

Apepak is currently a registered trademark. Apepak blades are produced and sold in four sizes, to meet different needs. The products are sold by the company [through more than 100 stores in Italy](#) and directly through its website. The local organized groups of producers and consumers joining the GAS Movement (Gruppi d'Acquisto Solidale) also participate in the dissemination of the product through wholesale purchases. The company continues to carry out a wide promotional campaign to expand the sales volume in order to reduce the prize for consumers and multiply the ecological impact of the innovation.

Food preservation wraps are a widely consumer product in modern societies and Apepak can represent an alternative to single-use plastic and aluminum wraps that generate lots of waste. The innovation is part of the *Zero Waste* strategies adopted in Italy and internationally and makes a significant contribution to the creative work made all over the world by a wide range of companies, universities and research centers to find effective alternative solutions accessible to all.

Another relevant aspect of Apepak is that its production process gives value to high-quality natural materials such as organic cotton, resins and oils, contributing to the strengthening of strategic production chains for a sustainable future. In particular, the use of beeswax is especially important to ensure the conservation of this endangered species, due to the production methods adopted by industrial agriculture. The opportunity to sell the surplus wax can provide beekeepers with a form of complementary income, necessary to guarantee the maintenance of beekeeping as an active productive chain in the territory. [Apepak addresses beekeepers by the website](#), inviting them to establish contacts and create permanent collaborations for the supply of the necessary wax to the manufacture of the product.

Apepak has won important national recognitions and [numerous newspapers have spread information](#) about the characteristics and great potential of this product for a more sustainable future.

To know more

[Apepak website](#)

[Apepak in Facebook](#)

[Instagram posts in gramho.com](#)

[Apepak in thepatent.news website](#)

[Article in slowfish.slowfood.it](#)

[Apepak in spaces.kisd.de website](#)

