

Comieco

Pizza turns green

FutureBrand has been called to design a new pizza's box for Comieco (Italian Consortium for Cellulose Recycling). For the new project aimed at protecting the "taste parameters", as perfume and taste, in Neapolitan pizza, were involved also Enzo Coccia, a Neapolitan maestro of pizza since 1973, Molino Caputo for top quality flour, Annalisa for DOP San Marzano tomatoes and Seda Group for the box.

The box created is ideal not only to preserve the Neapolitan pizza's flavour and taste but also to preserve environment, thanks to its easy recycling.

The pizza box prototype, that has been presented in Naples, communicates with consumers like a newspaper. Sara Pallaro, FutureBrand designer, says: "We celebrate pizza by putting it on the 'front page', giving attention to the ingredients quality, art of preparation, package technical content and environment protection. Briefly, pizza starts to talk in new ecological way and not only because it's good...!"

