

## FABBRI HYBRID: A TURNING POINT IN THE PACKAGING WORLD

Thanks to its historical experience in the production of packaging machines and films for the food market, Fabbri Group is proud to introduce for the first time in the packaging world the innovative concept of “HYBRID”.



**Automac Dual, Automac Industrial and Automac Ultra** are the three high-productivity wrapping machines of the new “Fabbri HYBRID” range, which guarantee the perfect packaging of fresh and very fresh products with any type of tray and stretch film in both **neutral and printed** format (**PVC-based film, PE-based film, bio-based film and compostable film**).

For Fabbri Group, sustainability, convenience and performance of the solutions offered are a must. All the films it produces are characterised by reduced thickness and high performance, guaranteeing a **very low use of raw materials** and the **lightest possible packaging**. Great attention is also paid to the **effective disposal of packaging at the end of its life**: the recent “Nature Fresh” certified compostable film, for example, can be thrown directly into the domestic compost bin without generating packaging waste.

The **perfect synergy** between the “HYBRID” wrapping machines and the films produced by Fabbri Group is therefore a guarantee of optimum results, but the new machines have been designed to ensure quality packaging even with alternative films.

At a time when the debate on reconciling sustainability policies with the efficiency of production organisation is still extremely topical, **changing the film used according to the demands of one’s customers** will therefore no longer be a problem. Thanks to a single wrapper capable of running multiple films, **retailers and industrial packers** will be able to maintain operations **without interruption, without the need for technical adaptations** and, above all, **without additional costs**.

In this way Fabbri Group, the only supplier of **complete packaging solutions** worldwide, once again confirms its ability to proactively respond to the demands of an increasingly demanding market, such as that of the third millennium: **non-stop productivity, ease of use, sustainability, protection** of the freshness and of the properties of foods from any kind of external contamination, additional possibilities for **communication and branding** on the package through the use of printed film.

The Fabbri HYBRID family will soon include **Elixa** series wrapping machines as well.

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**Fabbri Group** - On the market for 70 years, it is an international industrial leader in the production and sale of machines, films and software for the packaging of fresh and very fresh food. With about 500 employees, more than 120 active patents granted in various countries around the world and 5% of the annual turnover invested in research and development, it offers industry, fresh food processors and retail solutions that cover all food sectors. It includes 4 production units (3 in Italy, 1 in Switzerland) and 9 sales and service companies in Italy, France, Germany, United Kingdom, Switzerland, and Russia. Active in 80 countries around the world with the support of 95 highly qualified dealers, it stands out for its constant attention to emerging market needs.

→ **More info:** [www.gruppofabbri.com](http://www.gruppofabbri.com) - [www.caveco.it](http://www.caveco.it)

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