MAGIC
absorbing your needs

Company Profile 2026

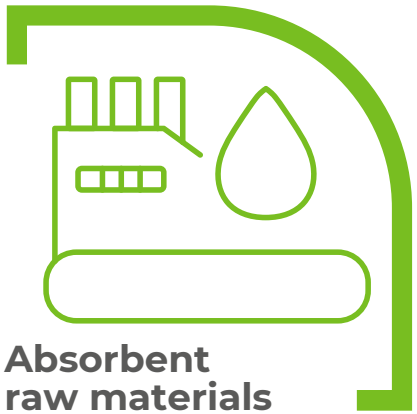


What we do

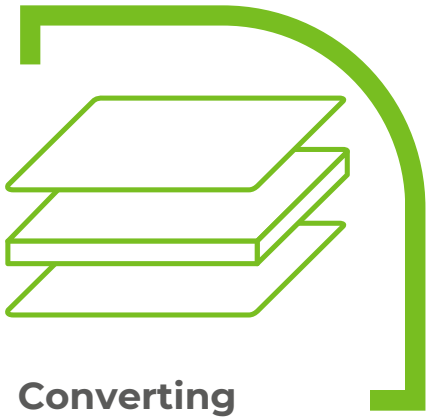


We develop and produce absorbent materials for food packaging, medical, hygiene and personal care industries.

Innovative and eco-sustainable absorbent products.



Absorbent
raw materials



Converting

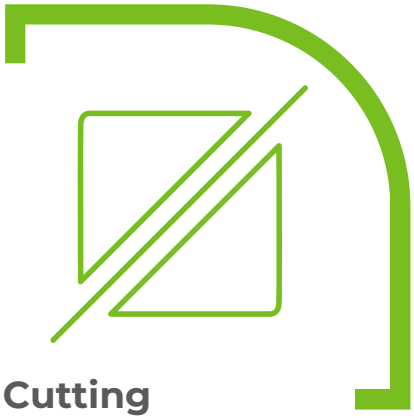


Impregnation

Our processes



Adhesive coating

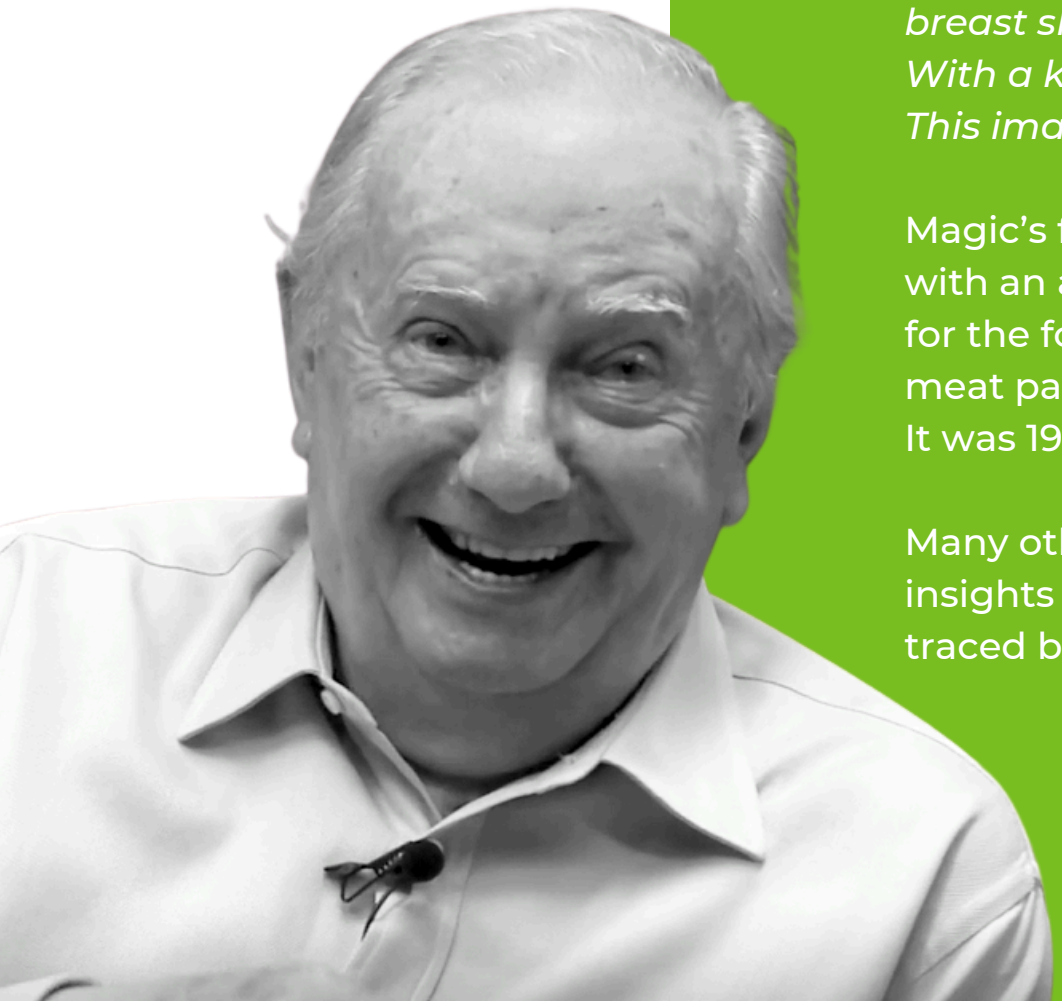


Cutting



Bending

Luciano Giani
Founder



It all starts with an idea

In an old VHS tape stored in our archives, Luciano Giani tells:

“I was watching my wife who was unwrapping a chicken breast she had just bought at the supermarket.
With a knife she removed sticky scraps of absorbing paper.
This image gave me the idea”.

Magic’s founder laminated a micro-perforated film with an absorbent paper and produced the first pad for the food packaging industry. The great producers of fresh meat packed in trays were immediately enthusiastic about it. It was 1997 and Magic was born.

Many other hunches marked its path, minor innovative insights that came silently into people's lives, but that can be traced back to an origin: the lamination of absorbent layers.

Mr. Mauro Giani and **Mrs. Mara Galli,** respectively Magic's CEO and CFO, took up the challenge of the founder Mr. Luciano Giani by sharing the same commitment and vision.

A business management in the name of entrepreneurial continuity and family vision.



Our governance

In 2023, DeA Capital Alternative Funds SGR S.p.A., now **Green Arrow Capital Alternative Funds SGR S.p.A.,** acquired a majority stake in Magic.

GREEN ARROW CAPITAL

Our history

1987 — **Magic** foundation

1989 — Launch of the patented product **Meatpad** in the food packaging industry

1999 — Launching production for the **medical industry**

2005 — Launching production for the **hygiene industry**

2011 — **BRC-IOP** certification

2015 — **Spongel** patent granted

2017 — Spongel won first prize at **Edana Index Awards** in Geneva

2018 — **Spongel plant** installation

2020 — **Airgel plant** installation

2021 — Launch of **Airgel g-grade,** OK Compost-certified compostable airlaid

2022 — Launch of **G-pad,** OK Compost-certified compostable food absorbent pad

2023 — In 2023, DeA Capital Alternative Funds SGR S.p.A., now **Green Arrow Capital Alternative Funds SGR S.p.A.,** acquired a majority stake in Magic.

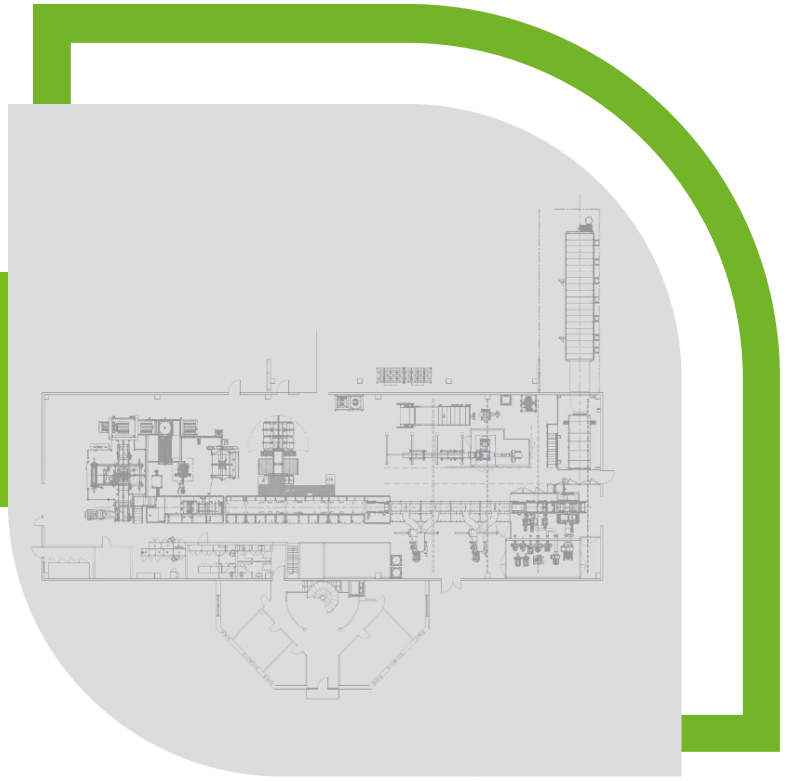
2024 — Adopting core **ESG criteria** into corporate strategy

2025 — Launch of **PulpForm,** compostable, dry-moldable cellulose-based airlaid

The near future

Magic S.p.A. has commissioned Andritz to supply a new airlaid production line for food packaging pads, which is scheduled to be fully operational by the first quarter of 2027.

New production line



This investment will boost the company's production capacity, consolidating its positioning in the absorbent food packaging materials market and driving its future growth.

32
million €
turnover

115
employees

15
production
lines

Magic by numbers

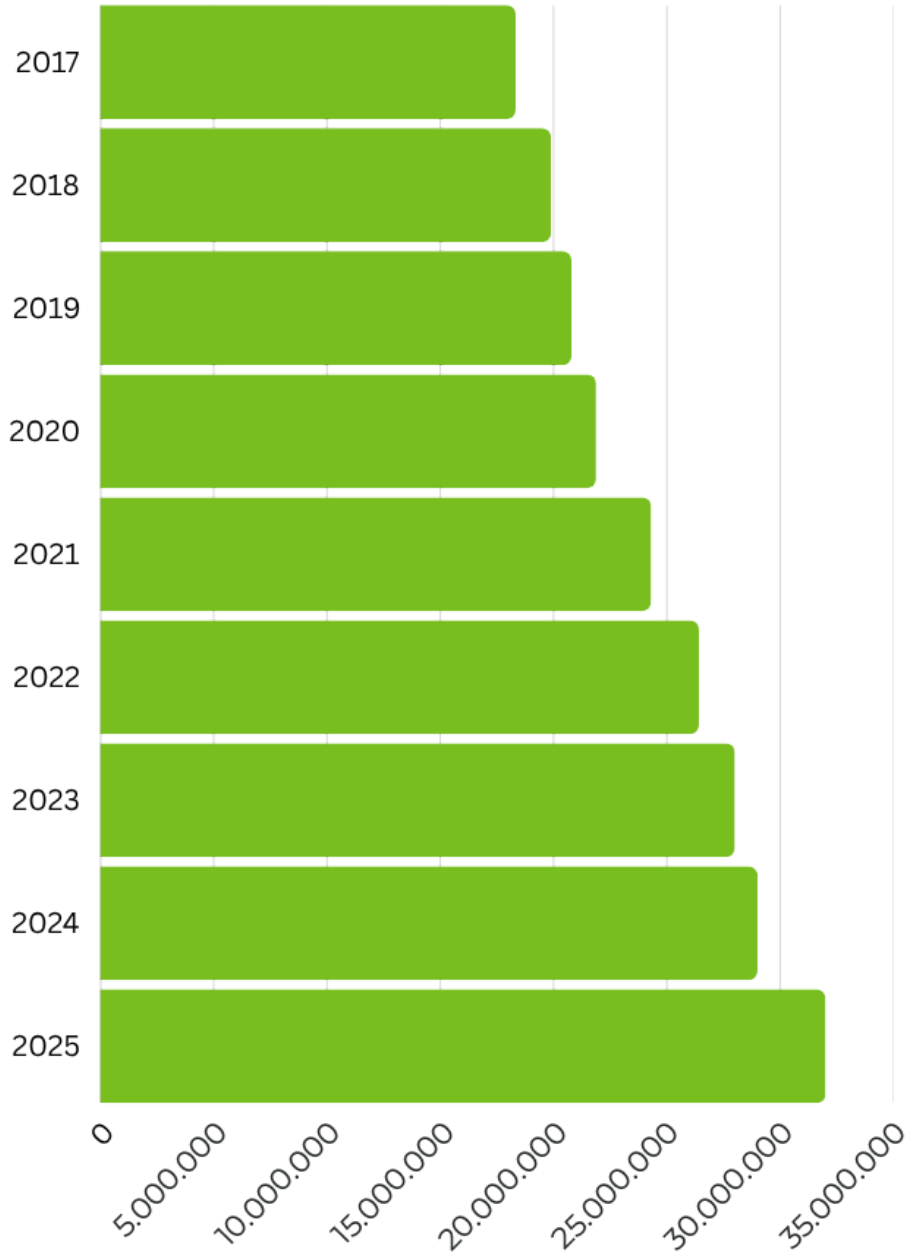
8800
sm floor area

119
million sm
product/year

36
export
countries

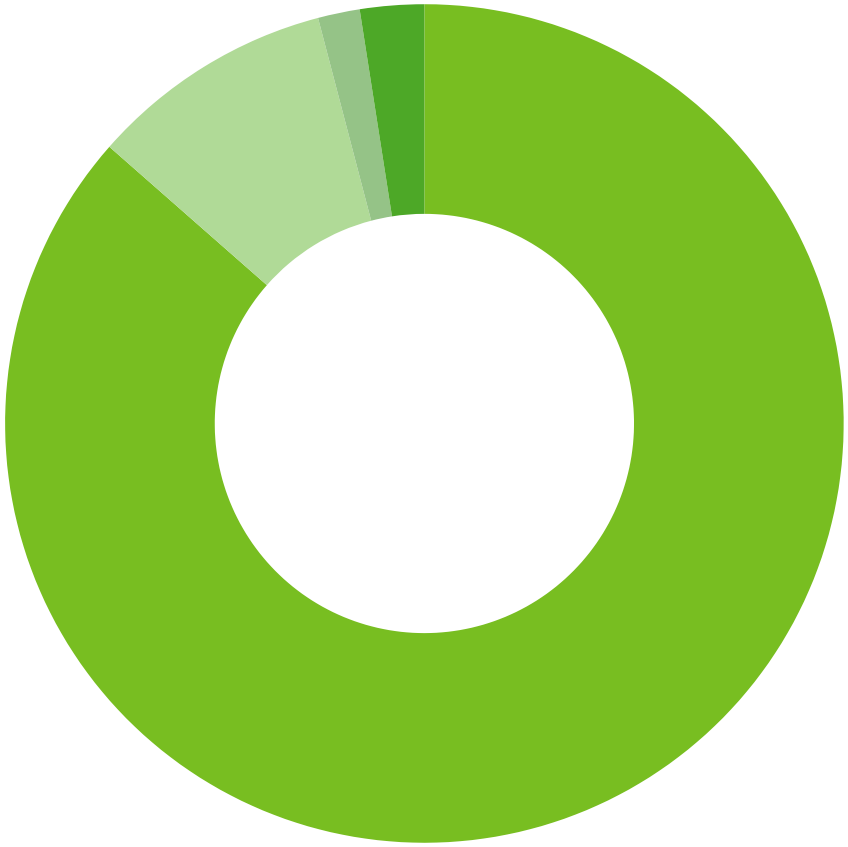


€ Turnover



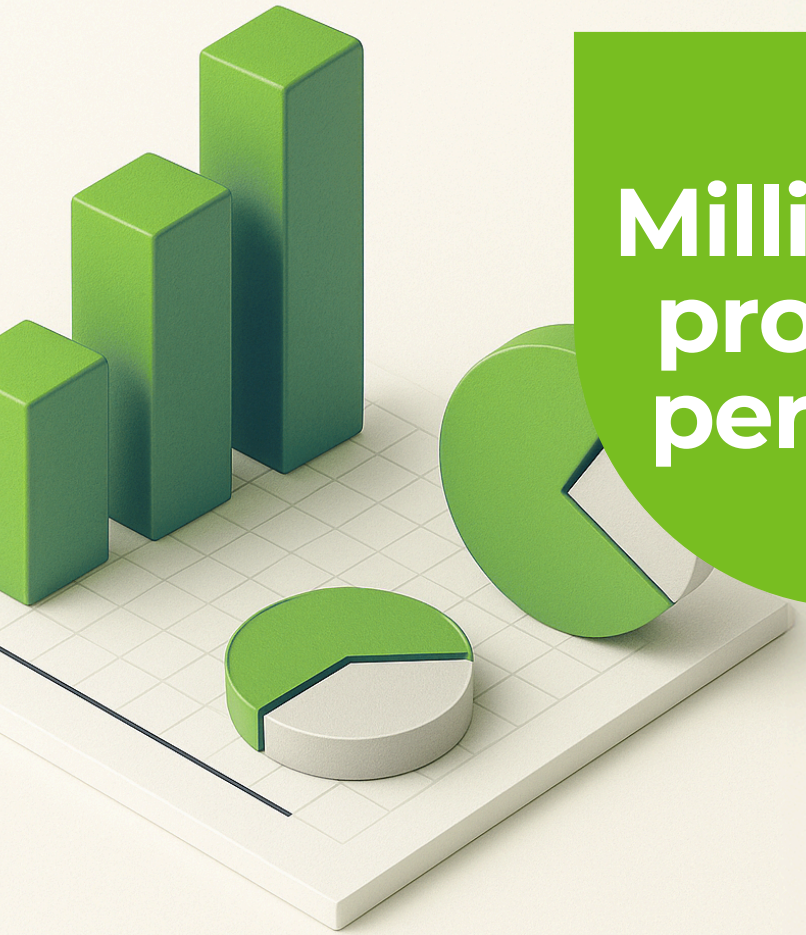
Our numbers

- Food packaging 86,2%
- Medical 9,4%
- Other 2,8%
- Personal care 1,6%

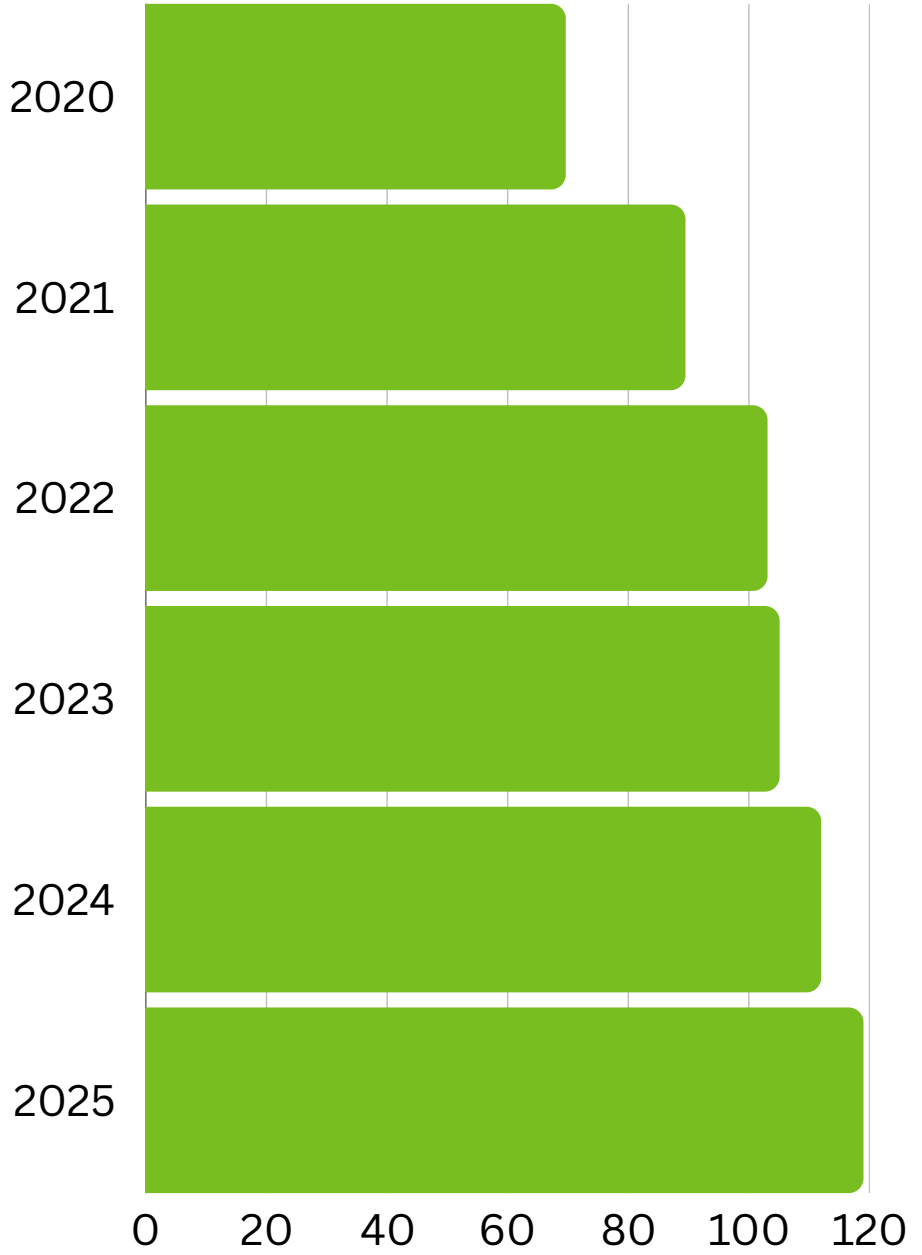


€ Turnover by sector 2025





Million sm product per year





Our vision

New ways to do better

We would like the market to talk about us
for the innovative contribution to the sector:
it is the idea that drives our choices.

We devote assets and time to research
and product development
to find a new way to improve
what has always been done.

Enthusiasm, passion, creativity is the fuel,
people the engine: we foster talent
so that everyone's qualities
become everyone's benefits.

Innovation, responsibility, outlook

Testing, experimenting, innovating

Technical knowledge and excellent
production methods: these are
the cornerstones of all the companies
whose aim is innovation, the bedrocks values
in the evolutionary processes
that our history tells.

We always test, experiment,
update on a concrete basis always trying
to satisfy our customer's needs.

What we ask of our products
is what we ask of ourselves:
peak performance with minimal impact,
pursued with clear-eyed purpose,
and a steadfast conscience.

Our mission



Innovation, responsibility, outlook



Environment, social, governance

ESG is an essential corporate paradigm, focused on the environment, society, and responsible governance, extending the concept of sustainability to the working environment and its ethical evolution.

We are committed to combining innovation and responsibility, recognizing our role as both a business creator of value and an active social contributor within our community.

Our ESG journey reflects our commitment to fostering a positive environmental impact, building a stronger community, and acting with integrity and transparency.

Innovation, responsibility, outlook

IMQ CERTIFIED
QUALITY MANAGEMENT SYSTEM
ISO 9001:2015

IQNET
RECOGNIZED CERTIFICATION

BRCGS
Packaging and Packaging Materials

ISO 45001
LL-C (Certification)

The seal on responsibility

ISO 14001
LL-C (Certification)

OK compost
TÜV AUSTRIA
INDUSTRIAL
S1281

PEFC
PEFC/18-32-96

Member of
OPRL
THE ON-PACK RECYCLING LABEL

Certifications

Spongel® NATURAL BIO SAP

AirgeL -grade

100% SUSTAINABLE AIRLAID PULPFORM FOR DRY MOLDING TECHNOLOGY

Raw materials







Absorbing by innovating

Spongel



Super absorbent
biodegradable and compostable
powder

OK compost
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INDUSTRIAL
S1281

Absorbing by innovating

Airgel -grade
COMPOSTABLE AIRLAID

Airgel g-grade



High absorption
compostable
airlaid

OK compost
TÜV AUSTRIA
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S1281

Absorbing by innovating

100% SUSTAINABLE AIRLAID
PULPFORM
FOR DRY MOLDING TECHNOLOGY

PulpForm



Dry-formable
compostable
cellulose-based airlaid

OK compost
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INDUSTRIAL
S1281

Absorbing by innovating

Food packaging

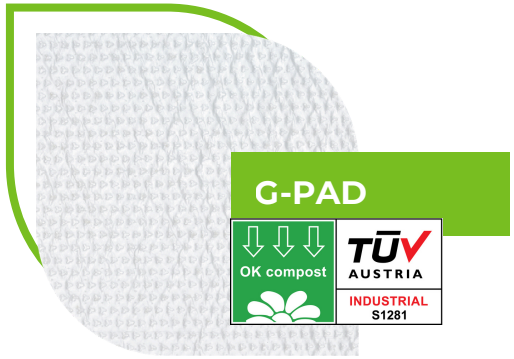
Medical

Our absorbent solutions

Personal care

Safety & cleaning

Absorbent pads for food packaging

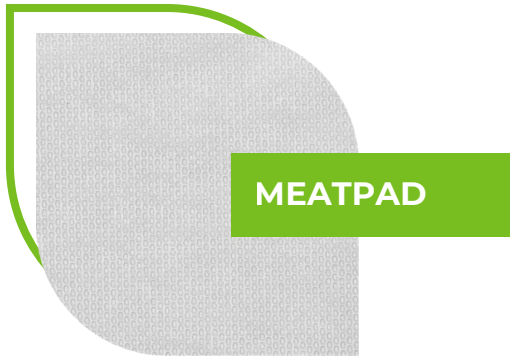


G-PAD

OK compost

TÜV AUSTRIA

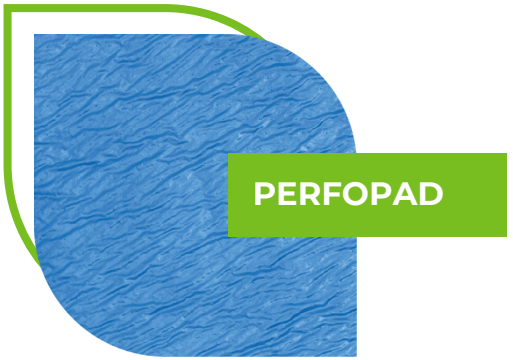
INDUSTRIAL S1281



MEATPAD



BONDPAD



PERFOPAD



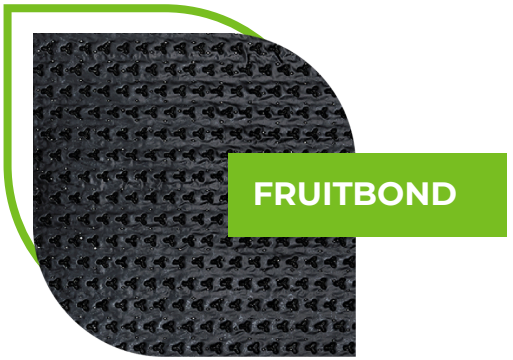
SKINPAD



PAPERPAD

Member of OPRL

THE ON-PACK RECYCLING LABEL



FRUITBOND

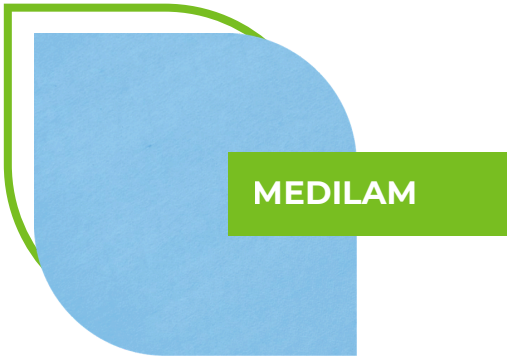
Applications

Medical



FOURSTOP

Super absorbent
non-slip mat



MEDILAM

Absorbent laminate
for surgery drapes



MEDIPAD

Bio-compatible
absorbent for wound
dressing

Applications

Personal care



SWEAT PADS



CHANGING MATS



BREAST PADS

Applications

Super absorbent mats and cloths TipTap line



MULTIMAT



DURAMAT



CAPSORB



UNISORB



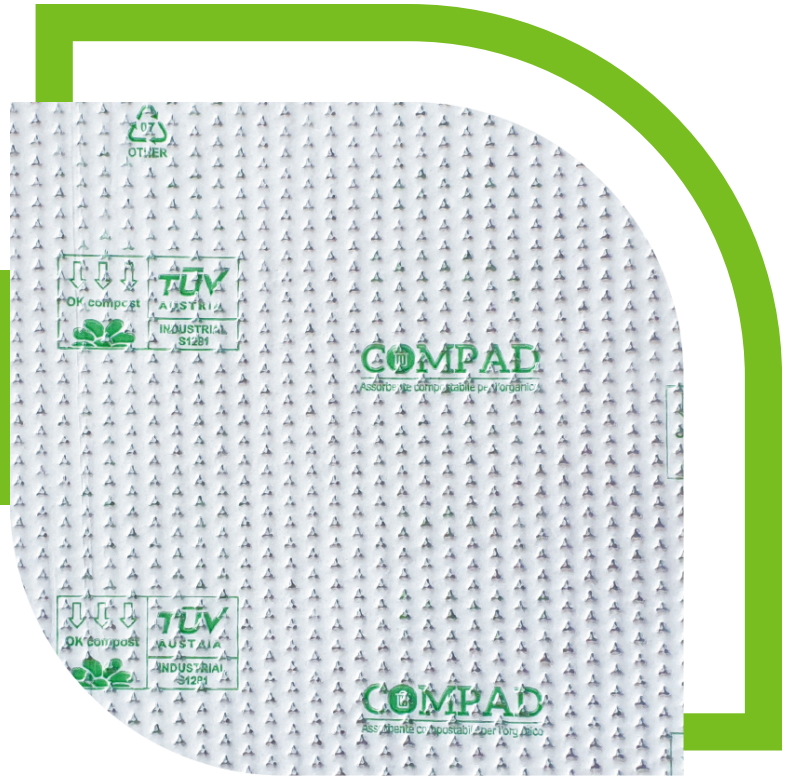
CARGOPAD

Applications

COMPAD

Compostable absorbent pad for organic waste

Compad



Compostable absorbent pad for the management of domestic organic waste liquids

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Applications

absorbing your needs

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