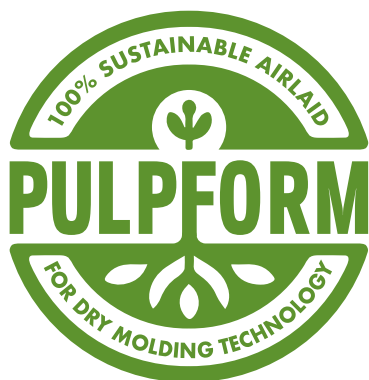




**Compostable,
cellulose-based airlaid
for dry-molding**



**SUSTAINABLE
SCALABLE
PROCESS-READY**



PulpForm is the new airlaid developed by Magic for dry-molding:
a biodegradable and compostable material designed for producing high-protection,
low-impact structured packaging.
A sustainable alternative to rigid plastics and traditional paper-based materials.

Main applications



Beverage



Food



Beauty



Retail



Pharma



Packaging

Key advantages

- ✓ Dry Molded Technology: dry-forming technology drastically reduces water and energy consumption compared to traditional wet-forming processes
- ✓ Compostable and recyclable: made from natural cellulose fibers
- ✓ High strength: robust, compact, and moldable structure
- ✓ Versatile and customizable: adaptable to different shapes and applications

Dry-molding Technology

VS

Wet-molding Technology

No water used

Low energy
usage

Fast cycles enabled
by water-free process

Minimal
environmental impact



Water



Energy



Production



Environment



Large amounts of water

High energy demand
for drying and molding

Long cycles due to
drying and water handling

Significant
ecological footprint



MAGIC
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