



## **BACKGROUND**

Ennio International's story began three decades ago when, known as Ennio Pty Ltd, they released an improved design of elastic netting launched as "String Cling" in the 1980's. Owned and operated by the Mercuri family, this South Australian business had built their success within the fashion industry and was revered as Mercuri Knitwear during the 1950's to the 1980's. Throughout this period, the company was recognised as one of Australia's leading design houses and won a plethora of industry awards which are still proudly displayed in their entrance foyer. Its metamorphosis commenced through recognition of an opportunity in the meat packaging industry where they were able to utilise their knitting expertise to create elastic netting that provided solutions to many challenges faced by the industry at that time.

And so began the transition of Mercuri Knitwear to Ennio International. Over the ensuing 30 years, the Mercuri family researched the industry and with its innovative style launched an array of patented netting and casing products which addressed a gap in the Australian market and were known for quality, innovation, technology and value. Combined with a problem-solving and progressive attitude and commitment to customer service, the company's market share grew within Australia and New Zealand and its reputation began to precede them. In 1996 due to consistent requests from the Canadian market for these unique products, Ennio was launched in Canada.

The international market opened from here and new distribution channels led to export markets throughout Europe, USA, Canada, South America, Asia and the Middle East. The requests and demand for Ennio's products continued the natural progression with the decision to launch Ennio International in 2003 at the AMI Worldwide Food Expo in Chicago which coincided with their first off-shore base opening in Illinois.

In 2008 Ennio celebrated '50 Years of Knitting' marking the transition from knitting fashion products to knitting meat packaging and a tradition of craftsmanship,

*Ennio International*

*Backgrounder*

The Company's point of difference attracting this interest is the unique range of patented products offering major benefits and value for money to meat producers. In addition, as a family business with industry longevity and stability, they have the ability to problem solve with their flexibility, versatility and wealth of experience, designing and customising new products to suit individual market / customer needs.

International product focus is initially on Ennio Netted Casing <sup>TM PATENTED</sup>, which combines a variety of available casings, including fibrous, plastic, cellulose and collagen with elasticised netting into one casing and applied as a single application. With a full range of sizes, patterns, colours and applications available, combined with minimal product competition due to its patented nature, this product suits the huge range of market and individual customer requirements.

Ennio Spring-Net <sup>TM PATENTED</sup> elastic netting is another popular product "the easiest to peel of all elastic nettings, due to the patented webbed stitch", with one new major international customer stating "this is a new generation of elastic netting for the smallgoods market!"

Ennio Mercuri, Managing Director of Ennio International has welcomed the strong international growth, as worldwide acceptance of their quality products is testament to the research and development undertaken over many years.

With its complete range of netting and casing products combined with a variety of value-added items, Ennio International is becoming a name synonymous with quality packaging solutions for the meat, poultry and smallgoods industry on a global scale.

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