



MEDIA RELEASE
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‘ennioVATION’ on show as ennio International celebrates 65th anniversary at FoodPro 2023

Sixty-five years of innovation that started with a hand-powered knitting machine and has culminated in a groundbreaking range of eco-friendly knitted food packaging products, goes on show on the ennio International stand at this month’s FoodPro exhibition in Melbourne.

The Adelaide-based company, initially established as a knitwear enterprise back in 1957 by migrant knitter Giovanna Mercuri and her husband Gervasio, is today a recognised world leader in netting and casing products for the smallgoods industry.

As current managing director and son Ennio Mercuri explains, the company will use its stand at Foodpro, from 23 to 26 July at the Melbourne Convention and Exhibition Centre, to celebrate its 65th anniversary and showcase its ‘ennioEARTH’ range of products made from EU certified compostable materials. The Rigid range of these Adelaide-made products now also has Australian Standard certification, the most stringent in the world.

The range includes the company’s ennVIRO-NET Rigid Strings elastic netting products that are currently undergoing testing for compostability – and are essentially eco-versions of its Classic range – and the very latest, world-leading and fully compostable FRUITennVEG netting bags for fruit and vegetables.

The latter are poised to play a leading role in reducing plastic waste to landfill and will be shared publicly with the food packaging industry and visitors for the first time.

“The FRUITennVEG product is already proving to be of major interest to supermarkets, fruit and veg shops and other food retailers as it places them ahead of the game and well prepared for legislative changes that dictate that by 2025, 70 percent of all plastic packaging in Australia must be recyclable or compostable,” Ennio Mercuri said.

“Our history of innovation has been driven by a ‘necessity is the mother of invention’ belief that was so evident in my parents when they arrived in Adelaide from their native Italy in the mid-1950s. With little more than a suitcase and the knitting machine – a gift from Giovanna’s parents when she finished her apprenticeship – they pooled their meagre finances to establish Mercuri Knitwear and go on to lead the local fashion industry, winning many Australian Wool Board Awards, including the Supreme Award which was widely regarded as the Oscar of the fashion industry back in the 1960s.

“And while that business has since moved from dressing people to dressing food – thanks largely to the wisdom and foresight of my parents who, back in the late 1970s, anticipated the changing social and economic landscape that threatened the textile industry and transferred their knitting knowledge to meat and poultry packaging – innovation remains our lifeblood.

“It has seen us grow into an organisation that today employs some 100 people worldwide and, during the just completed financial year, boosted exports by almost 60 percent to the point where they now account for nearly 50 percent of our annual turnover.”

ennio International products currently find their way to markets from Europe, the USA and Canada to parts of Asia, the Middle East and South America, while continuing to define and dominate the Australian and New Zealand markets.

“Ours is a story worth celebrating: first generation migrants from Italy, conquering language barriers to become industry leaders in the Australian fashion industry for more than 20 years, having the foresight to anticipate the decline of one industry, the courage and astuteness to reinvent themselves in another and the inspiration to not only move with the times but lead the charge.

“We look forward to welcoming visitors to our stand at Foodpro, sharing our journey with them and commemorating a 65-year chapter that started with a skilled knitter and a modest knitting machine and is today a global leader in its field.”

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