



## **BACKGROUND**

Ennio International's story began in the 1980's when they released an improved design of elastic netting launched as "String Cling" in Australia.

Ennio had built their success within the fashion industry during the 1950's to the 1980's and were known as Mercuri Knitwear. In the early 1980's a new opportunity was identified to diversify the business utilizing the core skills of design and knitting and so Mercuri Knitwear was reinvented as Ennio International.

Over the ensuing 25 years, a plethora of patented netting and casing products were launched and Ennio became known for their problem-solving and progressive attitude. 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, 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 the United States with their first off-shore base opening in Illinois in 2003. Servicing North America, many trials have been undertaken and received with widespread interest.

The Company's point of difference attracting this interest is the distinctive range of patented products offering major benefits and value for money to meat producers. In addition, they are well known for the ability to problem solve with their flexibility, versatility and wealth of experience, designing and customizing new products to suit individual customer needs.

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 and poultry industry on a global scale.

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