MAGIC S.p.A., Oleggio, Italy, orders new food pad production line including airlaid technology from ANDRITZ

International technology group ANDRITZ has been commissioned to supply a new food pad eXcelle line, including state-of-the-art airlaid technology, to MAGIC S.p.A., an Italian specialist in absorbent materials for food pads, medical devices, personal care, and hygiene products. Commissioning of the new production line is scheduled for the first quarter of 2027.

The value of the order will not be disclosed. It was included in ANDRITZ's order intake for the third quarter of 2025.

MAGIC S.p.A.'s decision to select ANDRITZ was driven, among other factors, by its integrated airlaid forming technology, which is expected to deliver superior product quality and enable the company to strengthen and expand its market position.

The engineered solution developed by ANDRITZ Diatec and ANDRITZ Dan-Web optimized a high-performance process by seamlessly integrating Airlaid forming technology into a highly efficient and advanced production concept.
It offers significant advantages in the production of food pads due to its excellent absorption and retention performance. These properties are particularly critical for applications involving meat, fish, and fruit, where excess fluids must be managed hygienically and safely. In addition, the airlaid structure ensures fast liquid uptake and low rewetting. State-of-the-art airlaid technology from ANDRITZ, combined with MAGIC's expertise and its unique superabsorbent biodegradable powder, will enable a new generation of absorbent materials to enter the market.

Mauro Giani, CEO of MAGIC S.p.A., stated: "This project and the expansion of our production capacity are of strategic importance for MAGIC. We look forward to working with ANDRITZ, whose proven expertise in hygiene converting and airlaid technology was a key factor in our decision. We are confident that this collaboration will significantly strengthen our market position and support our future growth."

Leonardo Poggiogalle, Global Sales Director of ANDRITZ Diatec, added: "
We are pleased that this new project with MAGIC S.p.A. confirms our strategy of offering versatile line configurations. Our innovative food pad eXcelle line is designed to meet customer requirements for superior product quality and performance. This success reflects the strong collaboration with MAGIC S.p.A. and the integrated structure of ANDRITZ Nonwoven & Textile, which enables seamless cooperation and technology sharing across our centers of excellence."



Hygiene food pads to keep food (meat, fish, fruits, vegetables etc.) fresh, made by ANDRITZ food pad eXcelle technology