

BRING YOUR OWN

The Circular Cup for businesses.



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&CO.

Why switch to bring your own?

There are two reasons for an organization to switch from single-use plastics to a reusable alternative:

- 1. Accelerating sustainability**
Contribute to 100% circular business operations.
- 2. The European Single-Use Plastic Directive (SUP Directive)**
Paper coffee cups fall under this legislation due to having plastic coating and/or other coating of non-natural polymers.





Accelerate sustainability

Organizations must continue to make a greater contribution to the sustainable economy of the future. This sustainable economy is almost waste-free, and raw materials are reused again and again. To reach this goal, governments are working together with the business community and other partners to make the European Union entirely climate neutral by 2050.

For this reason, it's important your organization moves towards the most circular business operations attainable - where products stay in the chain for as long as possible. This includes the long-term reuse of coffee cups, among other things. It's not only the government that supports this policy; more and more people inside and outside your organization, like consumers and investors, also demand this from employers and organizations. As an employer, you also need to set a good example for your employees by reusing raw materials. The EU SUP Directive is just one of several pieces of legislation that the government has put in place to stimulate organizations to start making the change. By joining this circular mission, we can take steps together towards a truly sustainable future.

SUP Directive

What do the new laws and regulations say about paper coffee cups?

Single-use plastic products are typically used once or for a short time before being thrown away. The effect of this plastic waste on the environment and our health are a major problem worldwide. In 2019, the European Parliament adopted the Single-Use Plastic (SUP) Directive. The main objective of this legislation is to tackle plastic waste and especially to prevent floating plastic waste in the ocean (a.k.a., plastic soup).

The European Parliament wants to use the SUP directive to encourage companies to reduce the single use of plastic, including paper coffee cups. In some countries (including The Netherlands) there is already a ban on disposable cups for 'on-site consumption'. This means that the reusable cup will become the norm in the office, company cafeteria, workshop, and factory floor. The question of which disposable coffee cup is the most sustainable will no longer be relevant in these settings. Other European Union countries are also expected to implement this scheme in the near future. Fortunately, there are plenty of options and possibilities for continuing to enjoy your coffee at work.

If your organization opts for a reusable alternative within the office environment, there are 3 scenarios you can choose from.



Wait - there's plastic in paper coffee cups?

The answer is 'yes'. All paper coffee cups use a coating of non-natural polymers to ensure the cup does not leak. This layer usually consists of PE (polyethylene) or PLA (polylactic acid).

The 3 scenarios

To implement a reusable cup in your organization you can choose from 3 scenarios:

Loan - external washing

Employees are given **several** reusable cups on loan for 1 day.

Cup material

Plastic (new vs. recycled)

Cleaning

The company organizes dishwashing facilities externally, using a third party.

Loan - internal washing

Employees are given **several** reusable cups on loan for 1 day.

Cup material

Glass, Ceramic, Plastic

Cleaning

The company organizes dishwashing facilities internally, using dishwashers.

Bring your own

Organization provides a **single** reusable cup to each individual employee.

Cup material

Plastic (new vs. recycled), stainless steel

Cleaning

Employees wash the cup themselves at home and/or clean it on location.

Of course, it's also possible to combine multiple scenarios within your organization. For example, if you accommodate visitors such as customers, guests, or suppliers, in addition to your employees.

Why the Circular Cup?

Environmental savings

Employees take the Circular Cup to work and back home again, to wash it themselves. There's always space available for the cup in the dishwasher. This means you don't need to provide the organization with full dishwashing facilities. It's a requirement, however, that employees can rinse the cup during the working day if they want to change drinks. This policy provides your organization with significant savings in water consumption, electricity, waste, and personnel costs.

Low environmental impact

According to independent research*, the Circular Cup has a lower environmental impact, both for production and the period of use, compared to reusable cups made of glass, ceramic or stainless steel. The materials have been tested for four environmental indicators, which are: climate change, potential for fossil-fuel depletion, toxicity, and, of course, land transformation.

No return policy

Because you're not lending employees several cups per day, you do not suffer from a low return rate within the return policy**. This would result in an additional and significant environmental burden due to needing to replace missing cups. With the bring your own policy, the employees themselves have responsibility for the Circular Cup they receive. From a hygiene standpoint, having your own cup is also a plus for many employees.

Time-of-use

The Circular Cup increases the time the employee uses it because it's a reusable 'to-go' cup. The employee can use the cup on the way to work or home, in the train, bus, or car. The cup can also be used for leisure time: walking in the forest, at the beach, or while shopping. This contributes positively to the sustainable image of your company.



The savings, in numbers

CO2 savings

| CO2 kg equivalent comparison | Circular Cup | Reusable PP cup | Single-use paper cup |
|---|--------------------|-------------------|----------------------|
| Lifespan (typical number of uses) | 5000 | 500 | 1 |
| CO2 footprint of production per cup* | 0,48 kg | 0,225 kg | 0,104 kg |
| CO2 footprint per consumption | 0,000096 kg | 0,00045 kg | 0,104 kg |
| <i>Example calculation: Average number of consumptions per year per FTE</i> | 1000 | 1000 | 1000 |
| Total CO2 footprint per FTE per year | 0,096 kg | 0,45 kg | 104 kg |

*2020 LCA study from the University of Exeter. Disposable cardboard cup: LCA, VTT Technical Research Center of Finland Ltd in 2018-19.

Cost savings

| Cost comparison | Circular Cup | Single-use paper cup |
|----------------------|----------------|----------------------|
| Lifespan | 10 years | Single use |
| Number | 1 per 10 years | 1000 per year |
| Cost per year | €1,57* | €30,00 |

*Cost of one Circular Cup 8oz/227ml costs €15.69 when purchasing up to 96 cups. No rights can be derived from these calculations.

8oz / 227ml Circular Cup



Designed to last for at least 10 years. Fully recyclable at end of life.



Easy one-handed opening. Push to open, push to close.



The original 360° drinking cup. Drink from any angle like a normal mug.



Insulated layers keep your drink hot for up to 90 mins.



Made from single-use paper cups.

| Circular Cup | | | |
|--------------|-------------|----------|--------------------------------|
| SIZE | 8oz / 227ml | HEIGHT | 133mm |
| BASE Ø | 64mm | LID Ø | 84mm |
| WEIGHT | 175g | MATERIAL | Recycled disposable paper cups |
| COLORS | | | |



12oz / 340ml Circular Cup



360°
The original 360° drinking cup.
Drink from any angle like a
normal mug.

Easy one-handed opening.
Push to open, push to close.

Insulated layers keep your drink
hot for up to 90 mins.

Designed to last for at least
10 years. Fully recyclable
at end of life.

Made from single-use
paper cups.



| Circular Cup | | | |
|--------------|--------------|----------|--------------------------------|
| SIZE | 12oz / 340ml | HEIGHT | 166mm |
| BASE Ø | 64mm | LID Ø | 84mm |
| WEIGHT | 210g | MATERIAL | Recycled disposable paper cups |
| COLORS | | | |



Branding

Our cups are already unique due to the materials we use, the different color combinations, and the sizes available. The exterior is made from recycled single-use paper coffee cups. This demonstrates to employees that circularity is important to you.

By personalizing the cup, you can give it the final touch and make it unique. Any design is possible - including your own logo or other printed design. You can even laser-engage employee's names onto the cup.



Implementation

6 steps for successful implementation.

1. Target audience

Identify your target group by looking at which employees or departments you want to give reusable cups to. Also don't forget to consider a solution for visitors like customers, guests, or suppliers.

2. Choose your cup

You can select from two different cup sizes. The most frequently chosen cup for work environments is the 8oz/227ml. It's also wise to check that the cup fits under the coffee machines used in your organization.

3. Color

You can choose from various cup colors and both the lid and the cup itself are available in multiple variations. We advise you to stick as close as possible to your own branding and select a color that goes with your corporate identity. For orders of 5,000 units or more it's possible to adjust the PMS color of the lid to perfectly match your organization's corporate identity. You can also choose to give employees a variety of colored cups. This way, they can choose a color for themselves, and everyone has their own recognizable color.

4. Printing

The reusable cup can be printed on one side, two sides, or all around with your own logo or design. You can supply this to us, or we can make a design for you. The design can be printed in one or more PMS colors. We'll send you a digital proof, and the cups will be printed after approval.

5. Communication

Independent research** shows that there is significant support (89%) among employees for switching to reusable cups. Communication with employees has also proven to be very important. Explain clearly why the switch to a reusable cup is necessary organization-wide, to get employees involved in the transition.

6. Distribution

You can distribute the reusable cups to your target group in different ways:

- Handing-out the reusable cup at an agreed time within the working environment. Some of our current clients have handed out the cups with a kick-off or a dedicated distribution event.
- When employees work at different locations, it can be more convenient for us to send the reusable cup directly to the home address of the relevant employees.

*LCA of reusable cups, Koffiebeker Pact, Moonshot project research report, 17 May 2023.

**Results pilots, Koffiebeker Pact, Moonshot project research report, 17 May 2023.

Collaborations

Companies we have already worked with.



CONVINCED OF THE BYO MISSION?

**For more information and product
samples, please contact:**

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