

WHY CUP CLUB?

Across the globe governments have already or are about to impose legislation seeking to ban or tax single use items including paper cups.

94% of consumers are still not actively engaging with reusables, the direct ownership model has had limited success. Returnable is more 'to hand', convenient and in touch with consumer needs. If you won't bring a cup, we already have one for you.

Soon it will be against the law or simply uneconomical to offer beverages in a single use solution. Returning will soon become the new normal.

The most cost effective take away solution



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QUALITY PRODUCT

Reusable Lid doesn't require a single-use solution

Premium cup that won't create pollution like lightweight versions

Designed so no need for additional wasteful sleeve

Over 10kg of single-use packaging diverted from landfill during lifetime

The key to the scheme is that the cups are returned. We don't want people taking them home only to forget to bring it with them next time they need a take away drink.

These cups can be used more than 500 times so to make it work keeping them on the circular cup loop is key.

From research we've found the best way for this to work is for users to become members of our Sustainable Cheshire Cup Club Scheme.

Members pay £2 to Eco Communities to join the scheme. We own the cups. Cafes & businesses become members of the circular cup scheme paying a monthly membership fee.



It's time for a new normal.

> **LEGISLATION**

> **CLIMATE PRESSURES**

> **CONSUMER SHIFT**

Paying 'at point of use' for these circular cups has limitations, as businesses move away from cash and would need to pay card transactions each time a circular cup is paid for and returned. That's why we are launching the scheme on a Cup Club basis.

The cafe will wash the cup and get it ready for reuse



Less than 1% of single use coffee cups are recycled



Cup Club members can collect a cup from any participating business

We estimate on UK data that in Cheshire West we create 55,080 single use coffee cups into the waste stream or our environment p.a.



People in the UK get through at least 2.5 billion disposable cups each year. Switching to a returnable cup eliminates billions of cups from landfill.

Drop your used cup back at a participating cafe and check it back in circulation



A reusable cup made from polypropylene and manufactured in the UK has a lower environmental impact than single-use paper cups after just 3 uses. After 7 uses the environmental impact is 41% less, after 182 uses (6 months) the impact is 95% less.



Check out a cup at a participating cafe and enjoy your drink on the go