

- *4 Jan 2011*
- *Kapi-Mana News*
- *By ESTHER LAUAKI*

#### Coffee in the Nick of time

“In an ideal world, if everyone had their IdealCup, there would be no more paper cups in the landfill, it would be less expensive for coffee and there would be no need for cafes to waste space for storage of disposable cups,” says Nick Down, co-owner of IdealCup.



**Guilt free: Business partners Nick Fry, left, and Nick Down believe they have come up with an eco-friendly way to save money on takeaway coffee.**

The Camborne-based entrepreneur fights fires during the day – and the night – but in his spare time he has been developing the latest innovation in reusable takeaway coffee cups.

He and business partner Nick Fry, a fellow firefighter, began brewing ideas to make the cafe industry more sustainable four years ago.

Mr Fry owns Celsius Cafe in Petone and has been roasting coffee beans for many years, so had a vested interest in the challenge.

“It all started over a conversation at work about how to make the cafe industry more sustainable. Nick [Fry] was thinking of ways to recycle all the used coffee grinds he throws out every day,” says Mr Down.

Their first venture was a nitrogen rich plant food, made using the leftover grounds in espresso machines. They called it Sweetgrounds.

Next up they decided to tackle the waste produced by disposable coffee cups, Mr Down said.

“What’s great about the IdealCup is they fit properly in the cup holders in your car, they also fit underneath the grills of the espresso machines at cafes and they’re not too bulky. But the best thing is, at the end of their life, they can be melted down and recycled. None of the other reuseable cups can be.”

The dishwasher-safe polypropylene cups are manufactured in a factory on Button Ln in Waitangirua and are designed to look like its paper counterparts.

Both Mr Fry and Mr Down pride themselves on keeping every aspect of the cup’s creation within the Wellington region.

The design was devised in Island Bay, the engraving on the cups was done in the Hutt Valley while development was nitted out in Normandale. “One of the essential parts of environmental susceptibility is keeping things local. We wanted to support local business so we could look people in the eye and produce a quality New Zealand-made product,” Mr Fry says.

The cups sell for \$15 online or at Celsius Cafe. Visit: [idealcup.co.nz](http://idealcup.co.nz).