

CUPCYCLING™

Frequently Asked Questions



As more and more regions across New Zealand and JOINING THE REUSE REVOLUTION and rolling out CupCycling™ , we recognise there are some pretty important questions to answer.

This document serves to answers the questions we've encountered to date and give a clear outline of the best way to make CupCycling effective in your community.

The Ideal Way CupCycling™ Works



The key driver of CupCycling™ is the emphasis on it being a "community buy-in initiative" rather than being a vehicle to promote individual business logos/brands. It's **not about each cafe promoting their own brand**, its about everyone in the town, working together, to reduce the amount of disposable cups going to landfill.

So the CupCycling™ programme encourages every cafe who chooses to participate to have the same printing on the cups; so no matter where the customers go for their daily coffee, they will have the same printed cup every time, from every cafe. Basically the town is "sharing" the cups.

Just like we did for our flagship rollout in Motueka – we have the cups branded with the CupCycling™ logo on one side (so the customer knows its part of the CupCycling™ programme) and the Love Motueka Love Heart on the other side (Love Motueka is our local community group).

CupCycling™ is designed to keep it simple and effective for the cafes and their coffee customers. We know a number of customers will frequent one preferred cafe outlet each day however, there are always customers who visit several different cafes in any given week and so no matter which cafe they visit, they will be giving the 'same printed cup' each time.

Encouraging Participation

The CupCycling™ model was designed so it can be easily blue printed. Whether its driven by a passionate individual or ideally, a community group and/or council who will spearhead and drive the CupCycling™ initiative for their town (and hopefully even provide some sort of sponsorship/funding towards the campaign).

This essentially means IdealCup may not be involved with each individual cafe, rather, we support the individual/community group/council to engage with their local cafes to get buy-in.

IdealCup will provide support and tangible information so interested parties can get up to speed with how CupCycling™ works, so you can hit the streets and talk with your locals cafes.

This can certainly take a bit of leg work and of course encouragement, to keep the momentum going and with the information you and they have and if they're serious about making a difference in the community and really want to be change makers, the cafes will come on board.

Ideally the individual/community group/council will then gather orders from those cafes who wish to participate and we will provide the relevant number of tool-kits, ready for roll-out.

FAQs

Q: We are making progress and think we have our first yes dependent on a few factors. About 6 others are interested as long as others get on board. They are all hesitant about the initial money outlay. Is this normal?

We can appreciate some hesitance. Having been in the hospo industry for 15 years and operating a successful cafe in Wellington for 5 years, we know first hand how hard the cafe game is and how tight money can be.

We can 100% attest to the return on investment for CupCycling™. The \$10 bond charged for each cup bonded is essentially \$5 in the cafe's hand and remember, every cup can be bonded more than once.

In addition, the savings the cafe makes not purchasing as many disposable cups actually makes quite a quick impact on the bottom line.

Q: Is there an independent café owner people can talk to about the whole system, how its going, any hitches/tips etc?

We are the logical people for this purpose, as we have very successfully rolled out CupCycling™ in our Celcius Coffee espresso bar. It's all factual, we have the stats and can attest to the success.

Q: Lots of questions around the longevity of the cups...does the logo fade with washing? Do coffee stains gather inside after time? One said they have to sterilise and they worried this might effect the logo and make cups look old.

Our IdealCups are made for a lifetime of reuse (see further information attached to this email).

The printing is very sound. We have developed a formula to ensure quality. We have cups in circulation in our Love Motueka CupCycling Campaign which have literally been washed hundreds and hundreds of times and the printing is sound; as are the cups.

The IdealCups DO NOT develop stains, smells, tastes. They are robust and designed and made specifically for this reuse purpose.

The IdealCup is COMMERCIALLY dishwasher and sanitiser safe. They will wash as well as porcelain crockery.

They are designed for a LIFETIME OF RESUSE.

Q: Is there a minimum order? Can two business go halves in ordering 50 cups? This is a condition for one café that if they can do this they are going to ahead if not, no!

Yes, of course two cafes could share an initial order of 50 units. Ultimately, it really just depends on how many t/a coffees they do in a day, as to how many CupCycling™ cups they would require.

We work to a formula of the current number t/a cups being served x 1.2, which gives a recommended number of CupCycling™ cups a cafe should hold.

EXAMPLE: If a cafe currently serves 30 t/a cups a day, we would recommend $30 \times 1.2 = 45$ CupCycling™ cups as a minimum. This ensures the cafe has enough cups to cater to the current volume of t/a cups, plus still has some CupCycling™ cups available on the machine, should all the other cups be out on bond or in the dishwasher. Nothing worse than not having enough cups for purpose.

Q: How can “Cupcycling™” work alongside customers who bring their own reusable cups? Can it?

We successfully operate both scenarios in our espresso bar (around 200 coffees per day) and virtually all of the cafes who are now participating in CupCycling in the various regions around NZ, operate both scenarios.

The majority of cafes in this day and age will have customers who bring their own reusable cups and that has no negative bearing on running the CupCycling programme in conjunction.

CupCycling is a separate reusable cup system, for those who don't own or want to own a cup, have to wash a cup and most importantly, have to *remember* a cup. It's "all care, no responsibility", in a way. CupCycling allows customers to take a sustainable step, without the ownership issue.

As part of the CupCycling programme, each time a customer either CupCycles or uses their own reusable cup, that is recorded on the white board (provided with the CupCycling Toolkit). The data from the whiteboard is recorded each week.

We encourage cafes to record **EVERY REUSABLE CUP** used at their cafe, whether a CupCycling cup or an own cup. Afterall, it's about "disposable cups diverted from landfill" whether the customer brings their own reusable cup or chooses CupCycling.

In terms of the day to day functionality of having both scenarios operating side by side, it makes no difference to your FOH staff. Customers generally should receive a discount for choosing a reusable cup and this discount is applied for both scenarios.

Q: How does the branding work on the cups?

The CupCycling programme provides branded cups, which have the CupCycling logo on one side and your preferred brand on the other side, i.e. community group or sponsor logo/artwork. See

example attached. It's important every cup as the CupCycling logo, so customers and retailers have the point of recognition, that the cups are part of the programme.

Q: How long does it take for the cups to get printed with our logo?

Once you provide your artwork/logo file, we would get our printer to provide you with an electronic, PDF proof, for you to confirm/approve.

Once you have approved the artwork and we have the total number of cups required we would get your order under way. Depending on volumes, you're looking at around 2 weeks (New Zealand) and approximately 4-6 weeks for international deliveries.

Q: What lids do you use and do we have to use them?

We recommend, if a cafe's own current lids fit the IdealCup, they can continue to use those. We don't expect retailers to stock our lids just for the sake of it.

For those cafes whose current lids DO NOT fit the IdealCup, we offer the Ecoware Bioplastic Compostable lids. Please see attached. We chose the Ecoware Compostable lid, as that works for our local community and Council. Other councils have different expectations and desires around compostable versus recyclable. Unfortunately, currently there is no IDEAL solution for a lid which best serves every situation. So we chose this lid as the best option for now.

Q: What is your preferred process for orders?

Our standard process is to send an invoice at the time of order dispatch, which is payable on the 20th of the month following the date of invoice.

CUPCYCLING™

IdealCup™
MADE IN NEW ZEALAND