

The CupCycling™ Programme

In the Corporate Office



CupCycling™ is the reusable cup system of choice for more and more corporate businesses eager to make positive, sustainable change within their organisations.

What's the problem?

Single use waste entering the business waste stream is problematic in so many corporate office environments. Takeaway coffee cups filling up hundreds of rubbish bins is commonplace.

The CupCycling™ programme is an easy-to-implement, cost-effective "reuse" system, which has been proven to dramatically reduce disposable cup waste within the business waste stream.

Who's taking action?

NZ Post are one of the businesses that is leading the charge with the successful roll-out of CupCycling™ in their corporate office in Wellington. NZ Post signed up to CupCycling™ with Kanteen Café, the ground floor cafe in NZ Post House in Wellington. The building houses up to 1200 staff.

Kanteen Café was the first Wellington City CupCycling™ outlet and through our CupCycling™ scheme, it is making a truly positive difference and reducing single-use cup waste in our landfills. In just the first five months of using CupCycling™, Kanteen and NZ Post diverted over 7000 cups from landfill.

Our next exciting Corporate CupCycling roll-out is with Fonterra Head Office in Auckland; who are set to join the programme by the end of this year.

How does it work?

It's really simple. The cafe in the building has a 'bank' of branded reusable IdealCups on its coffee machine. The staff member/customer orders their takeaway coffee and it's served in a reusable cup with a recyclable or compostable lid*. This is instead of a disposable, single-use cup and a disposable, single-use lid – both of which would go straight to landfill.

When the customer has enjoyed their drink, they can either return the cup and lid to the cafe or leave it in the staff kitchenettes, where it will be cleaned and returned to the cafe for reuse. TOO EASY!

*After conducting research, the resounding response from our focus groups was that they would not want to share a reusable lid. We also know that the lid is the first component to be removed from the cup and misplaced/lost; so we chose to mitigate these concerns by using a compostable and/or recyclable single-use lid.

How do we get involved?

We're already in discussions with several other large corporate businesses of influence around New Zealand and you could be one of them.

Get in touch with us and make 'choosing to reuse' a sustainable part of your organisation's daily life with CupCycling™.

All aspects of the IdealCup™ product, its life cycle and sustainable drivers have been designed to minimise waste to landfill!

#reuseNOToneuse