



INFORMATION for Cafes

& STARTER PACKAGING Pricing

The ORIGINAL Cup Reuse Movement

Made in New Zealand

CupCycling™ works. It's a cost effective, easy to setup and run CUP REUSE SYSTEM.

In just over 12 months, Motueka diverted over **16,000** one use cups from landfill thanks to the CupCycling™ Programme!

We now have several regions around New Zealand who have rolled-out or are soon to roll-out CupCycling™ in their communities:

- Motueka – **successfully rolled out**
- Cromwell – **successfully rolled out**
- Kanteen Cafe Wellington – **successfully rolled out**
- Upper Hutt – **Successfully rolled out**
- Tairāngi - **Successfully rolled out**

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- Richmond – **Successfully rolled out**
- Golden Bay/Takaka – **Successfully rolled out**
- Dunedin – **Rolling Out February 2019**
- Thames.... **Feb/March**
- Carterton.... Feb/March
- Jackson Street Petone.... March 2019
- Southland.... **April/May 2019**
- Tauranga.... **Coming 2019**
- Whakatane.... **Coming 2019**
- Waipa.... **Coming 2019**
- Queenstown.... **Coming 2019**
- Wanaka.... **Coming 2019**
- **And many more Coming Soon!**

CupCycling™ showcases your desire as a business owner, to make have a sustainable impact on your waste footprint. And it gives *your* customers a simple way to be involved in a truly positive, sustainable movement in their community.



JOIN a global movement of positive change

Showcase your brand in association with IdealCup & **CupCycling™** - a company and a movement who are leaders in the industry and truly walks the walk of sustainability – we're taking New Zealand and the world... by storm, one reusable cup at a time! Join the Reuse Revolution with **CupCycling™**

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Making sustainability EASY for *your* customers

Let's face it, in this day in age, who's not aware of the issues we face with waste. Most customers want to help save the planet and this is a SUPER EASY way they can join the movement – and they'll love supporting your sustainable efforts!

MAKING your business \$\$\$

You'll enjoy a revenue return on every single cup you “bond” to each new customer.

Each time a customer joins the CupCycling programme at your cafe, they will pay a \$10 bond for the use of the CupCycling cup and their first coffee. Essentially half of that will cover your costs (coffee etc) and the other half, well, that's yours to keep!

SAVING your business \$\$\$

Your business will enjoy ongoing savings from reduced purchasing of SINGLE USE disposable cups. It's that simple, REUSE means less spending on nasty, single-use items.

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The CupCycling™ STARTER PACKAGE

- **50 Custom Printed Reusable IdealCups**
(CupCycling™ logo side one + your community logo side two)

Plus ALL items in the Cafe Toolkit* (overleaf) \$595 + gst

- **Additional Customised CupCycling™ Cups**
(order minimum 25 cups) \$6.95 + gst ea

In addition to the 50 Custom Printed Reusable IdealCups, you will also receive a comprehensive TOOLKIT comprising:

- "How **CupCycling™** works" A3 posters, to display in your cafe so your customers can understand the process
- 20 x "How **CupCycling™** works" Table Talker Postcards for your counter and tables
- A white board with white board marker and a **CupCycling™** Banner stating "Disposable Cups Saved from Landfill This Week", for FOH staff to record every time a customer uses a **CupCycling™** cup or brings their own reusable cup. This is a powerful and interactive visual tool for promoting **CupCycling™**
- **Continued over page....**

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- An A4 printed **CupCycling™** Instruction & Records Document, for use by cafe staff, which includes Data Recording Sheets to record the “Disposable Cups Saved from Landfill” each week/month (This data is collected by IdealCup and reported back to key stakeholders).
- A ‘How to submit your “disposable cups diverted from landfill weekly data” Fridge Magnet which also outlines IdealCup’s contact details, should you need more cups or have questions
- 2 x **CupCycling™** Decal Window transfers, to place on your window(s) and advertise you're a participating **CupCycling™** Cafe
- A COMPLIMENTARY sleeve of Ecoware compostable lids, for use with the **CupCycling™** Cups
- Use Your Own Cup (UYOC) (www.uyoc.co.nz) Cafe Guide Information - [We’re closely aligned with this great NOT FOR PROFIT organisation](#)
- A RefillNZ Information Insert (refillnz.org.nz) - [We’re closely aligned with this great NOT FOR PROFIT organisation](#)
- Inclusion in our IdealCup website, interactive MAP of New Zealand, which showcases all the amazing cafes around New Zealand who are participating in the **CupCycling™** Programme
- Ongoing Social Media (Instagram and Facebook) and PR “shout outs” via our PR company and website

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#reuseNOToneuse

with

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