

# PREVENT & SAVE

## Coffee Cups and Recycling - Cup Print Ltd.

### ABOUT CUP PRINT

Printed paper cup entrepreneur, **Terry Fox, founded CupPrint in 2009**. With a background in high-speed commercial printing and packaging, he noticed something wrong with the way the printed paper cup industry operated – a disconnect between the capabilities of the mainstream printed paper cup industry’s equipment and the market it served.

The industry’s equipment provided economical options to very large cafe and coffee shop chains. But when it came to the majority of the market, which is made up of independent cafes and small chain coffee shops, things weren’t so economically-friendly.

In particular, the standard high-volume **order requirements and long lead times** marked by the mainstream equipment, **put these smaller businesses at a competitive disadvantage**. CupPrint set out to solve these problems by leaning on the latest technologies, innovations never before used in this industry. The companies minimum order quantity for coffee cups is only 1000 units.

Cup Print produced over 200 million cups in 2017 and now employ more than 100 people in Ennis, Co. Clare.

### CUP PRINT & ECO CUP SOLUTIONS

Cup Print don’t just talk about making their products sustainable, they truly believe in encouraging their customers to make sustainable choices when it comes to coffee cups. The company offers a number of ECO cup solutions that are either readily recyclable in standard paper mills or that are compostable in industrial composting facilities and can be discarded with food waste.

Cup Print aim to produce only cups that are either recyclable or compostable within the next two years.





## RECUP – A READILY RECYCLABLE SOLUTION

The ReCUP is a new revolutionary paper cup offered as part of CupPrint's commercial offerings since October 2017. The ReCUP is manufactured the same way as a traditional polyethylene-coated paper cup, except the reCup's coating is engineered to be recyclable in traditional paper recycling systems.

Therefore, the reCUP paper cup is a valuable material for recyclers to collect and recycle into new paper products, just like conventional papers. CupPrint is the first company in Europe to offer these cups and is actively encouraging their customers to ensure that this cup is clearly marked as ReCUP and also as fully recyclable.

A recent breakthrough for Cup Print came about when Panda Waste recently agreed to collect ReCUP as part of their recycling operations in Ireland and the UK.

## FURTHER INFORMATION

For further information on Cup Print please contact [sales@cupprint.ie](mailto:sales@cupprint.ie) or visit us at <https://cupprint.ie/>.