



## RecycleMe™ Social Media Pack

Welcome to the RecycleMe™ community, we are pleased to have you onboard!

Now it is time to share with everyone the actions you are taking to cut the rubbish with RecycleMe™. We are here to support you in spreading the message so have put together this pack of photos, messages and hashtags to assist with your posting.

### Tags

Be sure to tag @detpak when posting on the below channels and we'll look to share content from our RecycleMe™ partner stores and cafes.

Facebook: <https://www.facebook.com/detpakpackaging/>

Instagram: <https://www.instagram.com/detpak/>

LinkedIn: <https://www.linkedin.com/company/detpak/>

### Key Messages

**Positioning line:** Cut the Rubbish with RecycleMe™

**For consumers:** We draw the line at landfill. Share how you #cuttherubbish

### Hashtags

#recycleme #cuttherubbish #detpak #recycleguarantee

### Images

As part of your pack, there are images of our RecycleMe™ cups and collection which you can use in your social posts that can be accessed here: [RecycleMe™ Dropbox](#)

Even better, use own photos of RecycleMe™ cups and collection in your venue for better engagement from your social audiences, see examples here: <https://www.detpak.com/recycleme/how-you-can-cut-the-rubbish>. Tag Detpak so we can see them and share your posts.

### Tiles and Banners

You have access to a range of banners and logos to use in your creatives for social posting: <https://www.detpak.com/support/marketing-resources/recycleme>

We have also created a frame that can be used on the Stories function for Facebook and Instagram which you can access here: [Stories Frame](#)





## Sharing Information

Your customers can find out more about RecycleMe™ at [www.recycleme.co](http://www.recycleme.co)

Or you can direct them to one of the following videos:

Intro to RecycleMe™ <https://youtu.be/opTwOgLoF8U>

A Day in the Life of a RecycleMe™ Cup [https://youtu.be/j5dlUrl\\_HVk](https://youtu.be/j5dlUrl_HVk)

## Media Enquiries

You may receive enquiries from media about your involvement with RecycleMe™. We are thrilled to have customers launching with our recyclable cups and happy for you to speak to media about your involvement. If you receive questions specifically about the product technology, or details about the collection of RecycleMe™ cups, please direct these to Detpak via Amy on [amy.park@detmoldgroup.com](mailto:amy.park@detmoldgroup.com).

## Facts

We've put together some facts about recycling so that you can talk about the environmental benefits of switching your cups to RecycleMe™.

- Globally over 16 billion takeaway cups end up in landfill each year
- RecycleMe™ is the only program which guarantees every cup collected gets counted and recycled
- Over 1 million RecycleMe™ cups have been diverted from landfill and collected for recycling
- 1 million RecycleMe™ cups can be made into approximately 1,000 high quality recycled paper reams
- Collecting and recycling 7,500 RecycleMe™ cups saves one tree

If you have not received any of the materials mentioned in this checklist or you have any questions about your RecycleMe™ activation, reach out to the Detpak team.

We are happy to help you cut the rubbish!

