



RecycleMe™ Customer Activation Checklist

Congratulations on joining the mission to cut the rubbish with RecycleMe™. To help you prepare for a successful RecycleMe™ launch, we have put together the below checklist for you to run through.

- ✓ Ensure that your **RecycleMe™ collection station(s)** are set up at highest footfall areas where cups are likely to be discarded to drive collection rates and divert cups from landfill!
- ✓ Place the **A5 Counter Cards** (included in your POS pack) at the coffee kiosk / register as well as the service point for drinks so customers can read whilst ordering and waiting for their order
- ✓ Ask your staff and baristas to hand out **Coffee Lid Cards** with drinks served in RecycleMe™ cups to educated customers on the difference in cups and how they should be returned for recycling
- ✓ Place **Window Decals** in venue windows or on relevant surfaces to further promote the next-generation RecycleMe™ cups and award-winning collection system
- ✓ Brief **baristas and staff to explain the new cups** and collection system to customers – they can even point out the messaging on the side of the cup and the blue logo on the bottom
- ✓ Post an **alert on your business / venue noticeboard** and send a **communication to your database** explaining that cups are now recyclable and how to return for recycling
- ✓ Use **social media pack** and assets supplied by Detpak to share on social channels that you are cutting the rubbish with RecycleMe™
- ✓ Share the **A Day in the Life of a RecycleMe™ Cup** video on social or via email to demonstrate the differences with RecycleMe™ to other cups as well as how to use the system:
https://youtu.be/j5dlUrl_HVk
- ✓ **Follow Detpak on social media** to discover more about RecycleMe™ and share your achievements using **#cuttherubbish**
- ✓ Access more **RecycleMe™ marketing resources** at: <https://www.detpak.com/support/marketing-resources/recycleme>

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!