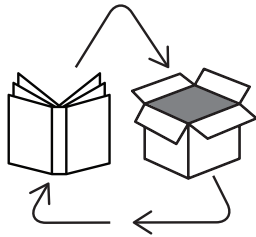


## BLUE BIN ME

SO I MAKE IT INTO THE RECYCLING STREAM



WITH MINERAL  
BASED LINING

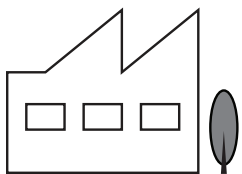


**FACT:**  
**96%**<sup>†</sup>  
of your RecycleMe™ cups can be made into products such as paperback covers and cardboard boxes.

## OR ELSE, I MIGHT END UP LIKE THEM



WITH COMPOSTABLE  
PLANT BASED LINING



**FACT:**  
Less than **1%**<sup>^</sup>  
of the cups make it to commercial composting.  
<sup>^</sup>Industry estimate



WITH PLASTIC LINING



**FACT:**  
**1** BILLION<sup>^</sup>  
disposable cups end up in landfill each year.  
<sup>^</sup>Industry estimate

## DID YOU KNOW NOT ALL CUPS ARE TRULY RECYCLABLE?

The common paper cup, is lined with a membrane of plastic to make it waterproof. This means they're NOT easily recyclable in common recycling streams. Our mission is to find a long term viable solution for the 1 billion paper cups that end up in the landfill every year!

## WANT TO FIND OUT MORE?

To learn more about the technology, our partners, and why you should **#bluebinme**



Be part of it **bluebinme.com**

Detpak | i am **eco**

Proudly working with Earthcoating by Smart Planet Technologies, AU patent number 2010210355.  
Printed on ECOSTAR+ silk 100% recycled paper.

BE A PART OF THE  
**REVOLUTION**  
FIND OUT HOW YOU CAN  
MAKE A DIFFERENCE



**re  
cycle  
me**™

TRIAL

<sup>†</sup> Based on extraction of the lining leaving 96% sustainably sourced pulp available for recycling.

# I'M NOT AN ORDINARY COFFEE CUP



## I'M RECYCLABLE

I am not your typical paper cup. I aim to be easily recyclable through a common cardboard recycling process due to my newly engineered lining. That's big news for our environment.

## I'M VALUABLE

My paper is made from sustainable strong cellulose fibres which can be recycled up to 7 times\*. So, instead of sending me to landfill, I'm useful for being re-purposed into other paper or cardboard products.

## I NEED YOUR HELP

With 99% of cups headed straight to landfill, you might ask what can you do?

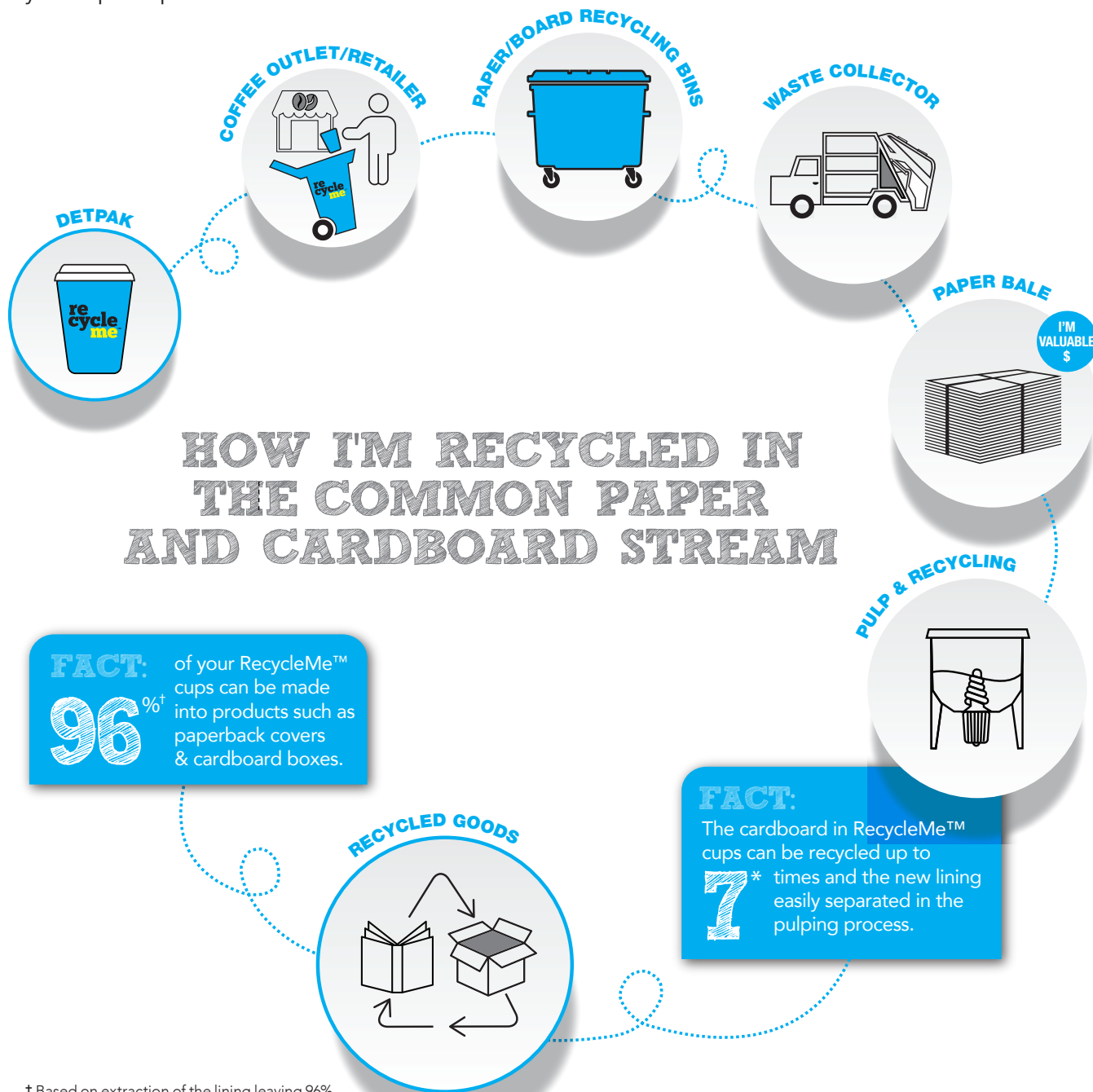
The answer's simple. Enjoy your coffee to the last drop. It's important I'm empty. And then simply find a RecycleMe™ blue bin or return me to the cafe.

## WHY PUT ME IN A BLUE BIN?

It's important that you #bluebinme because these bins are part of a trial which utilises the existing 'blue' recycling stream. Our resource recovery partners can make sure all RecycleMe™ cups are recycled. If you put me in your ordinary waste or kerb-side recycling bin, I'll head straight to landfill.

## WHAT HAPPENS NEXT?

Our resource recovery partners will collect your cup and process it into useable materials.



\* US EPA <https://archive.epa.gov/wastes/conserve/materials/paper/web/html/faqs.html#sources>

† Based on extraction of the lining leaving 96% sustainably sourced pulp available for recycling.