

Together we can
SAVE BILLIONS
of coffee cups
from landfill.



Cup Today. Paper Tomorrow.

Detpak

MAKING BRANDS SHINE SINCE 1948

Regular takeaway cups aren't easy to recycle.

Meet RecycleMe™ – a new kind of takeaway coffee cup that can be recycled and transformed into new paper products.

Cup paper is **valuable**. RecycleMe™ supports the circular economy approach which ensures each cup can enjoy multiple lives for as long as possible.

Detpak have brought together the right partnerships in the industry to unlock the true value of **each cup**.

The RecycleMe™ program guarantees every cup collected gets **counted and recycled** – a genuine recycling solution, providing a reduced burden on virgin resources and an ongoing commitment to the reduction of landfill.

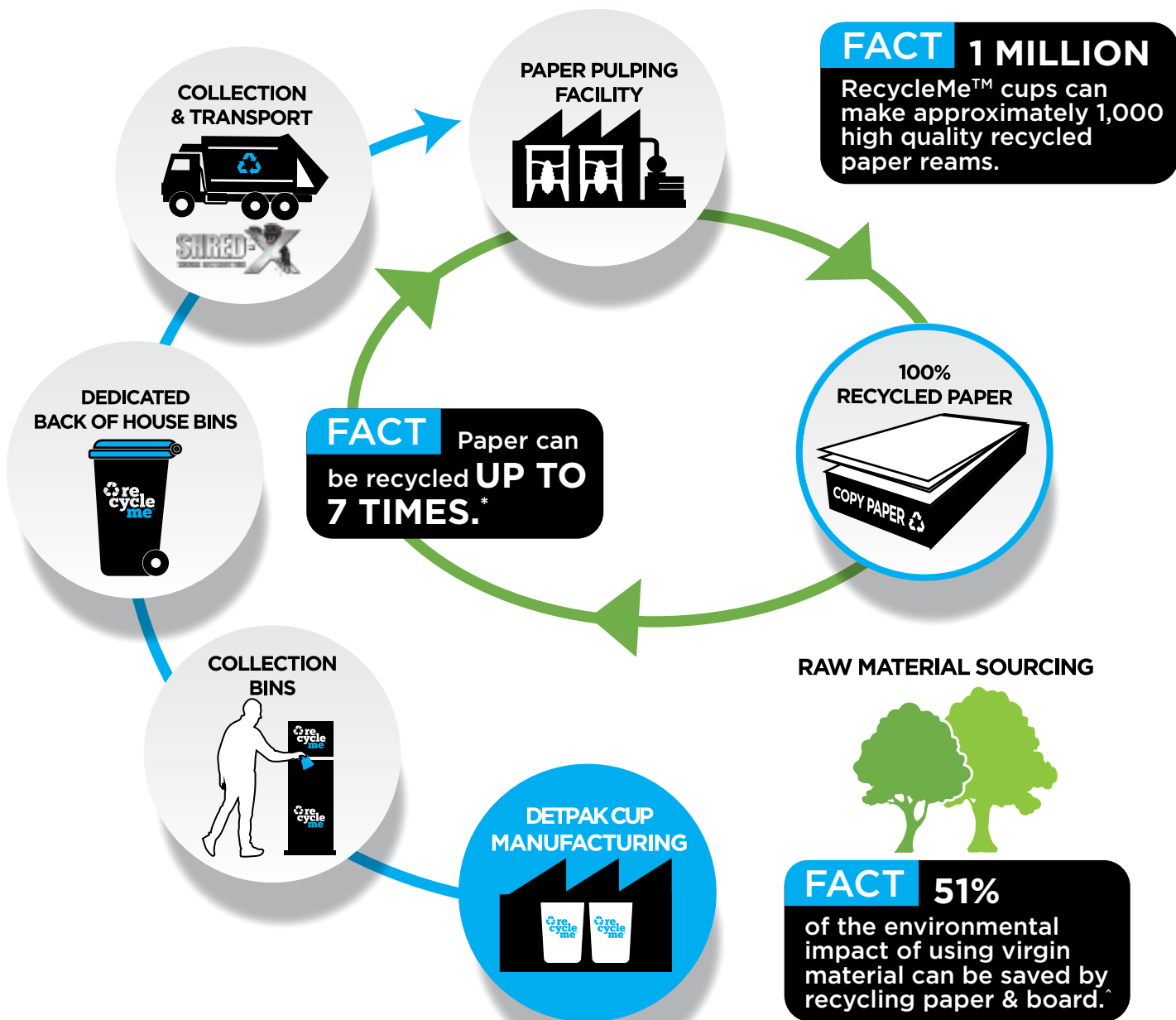
As an example, cups in the Australian RecycleMe™ collection system can be transformed into **100% recycled copy paper**.



Cup Today. Paper Tomorrow.

The RecycleMe™ System.

The supply and collection of cups Australia-wide.



FACT 1 MILLION

RecycleMe™ cups can make approximately 1,000 high quality recycled paper reams.

FACT Paper can be recycled **UP TO 7 TIMES.***

RAW MATERIAL SOURCING



FACT 51%

of the environmental impact of using virgin material can be saved by recycling paper & board.

[^]https://irp-cdn.multiscreensite.com/ed061800/files/uploaded/clean_up_australia_paper_cardboard_factsheet-2017.pdf


*US EPA <https://archive.epa.gov/wastes/conservation/materials/paper/web/html/papermaking.html>

Most takeaway cups end up in landfill.

The daily on-the-go coffee ritual has become an integral part of our lives. To BYO cup isn't always practical for the consumer or the café.

It's hard to know what's good for the environment - [let's set the record straight.](#)

PLASTIC LINING




FACT

OVER 1 BILLION disposable cups end up in landfill each year*

Industry Estimate

The most commonly used, plastic-lined (PE) cups are difficult to recycle which results in them being sent to landfill.

COMPOSTABLE PLANT LINING




FACT

LESS THAN 1% of the cups make it to commercial composting*

Industry Estimate

Compostable cups rarely make it to commercial composting facilities, with most cups ending up in landfill where they don't break down easily.

MINERAL BASED LINING



FACT

UP TO 96% of each RecycleMe™ cup can be recycled

Recycle Me™ cups have a special lining, easily removed during the recycling process, meaning cups can be recycled through traditional pulping systems globally.

Nothing will change without your help!

Look for the logo on
the bottom of the cup.



To identify the cup as genuinely recyclable, RecycleMe™ branding will always appear on the base of the cup.

Simply return cups to a specially designed RecycleMe™ collection bin and we'll sort the rest! Shred-X already have 50,000 pickup locations Australia wide.

If just half of the paper cups in Australia were recycled, we would be saving 496 trees per day.#

Finally, there's a simple answer to serving takeaway coffee that we can all feel good about.

RecycleMe.co



Proudly working with Shred-X

#Environmental Paper Network - The Paper Calculator is based on research done by the Paper Task Force, a peer-reviewed study of the lifecycle environmental impacts of paper production and disposal. <http://environmentalpaper.org/>