



# The easy and reliable way to say no to landfill

RecycleMe™ is true recycling for  
takeaway cups and lids



**Detpak**

MAKING BRANDS SHINE SINCE 1948

Endorsed by

**PLANET ARK**

Introducing RecycleMe™ a takeaway cup with a next generation lining and specially designed collection network, guaranteeing cups collected will be recycled into high quality paper products.



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## THE SITUATION

# Reduce Waste

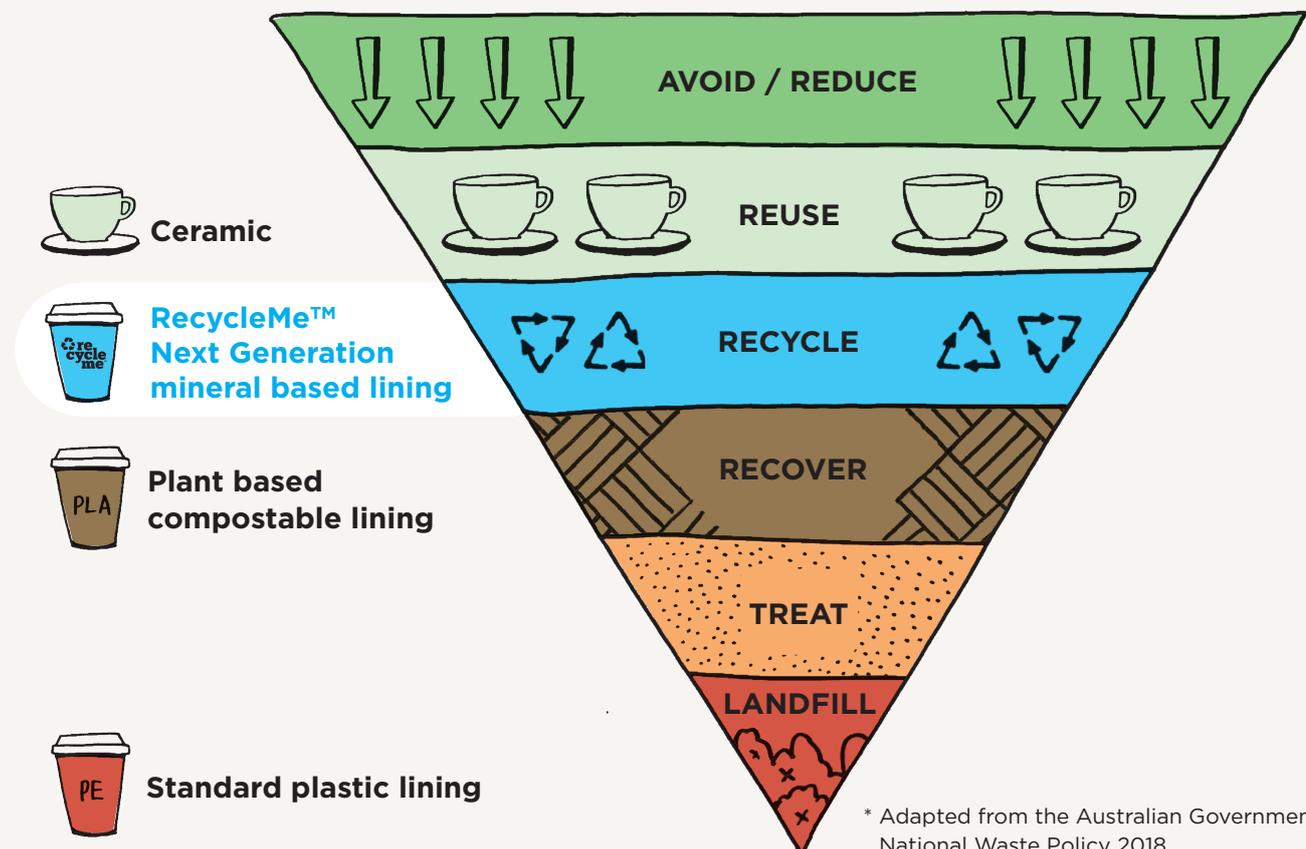
The **Waste Management Hierarchy\*** is an internationally accepted guide, setting out priorities for the most efficient use of resources.

The further up the hierarchy, the more the environmental benefit to be gained.

→ **CUT THE RUBBISH**

**38,325 cups are disposed of by the average coffee drinker in a lifetime.**

## WASTE MANAGEMENT HIERARCHY



\* Adapted from the Australian Government, National Waste Policy 2018.

→ **CUT THE RUBBISH**

## Regular paper cups aren't easy to recycle

Traditional paper cups are not easily recycled because it is difficult to remove their plastic waterproof lining. Therefore, billions are sent to landfill globally each year.

While compostable or biodegradable cups are an alternative, made from a plant-based lining, they require specific conditions to break down within a 90 day period as defined by EU standard EN13432. Unfortunately, access to these required commercial composting facilities is limited.

The inability to identify between cup types at sorting facilities also results in the majority of cups being sent to landfill, where they are not designed to breakdown.

→ **DON'T FORGET**

## Reduce, Reuse, Recycle.

An increased focus on recycling resources to give them a longer lifecycle is occurring globally, as part of supporting a circular economy.

Paper is one of the most widely used consumer materials and takeaway paper cups provide a great opportunity for recovery. When accepted into existing collection infrastructure this provides a highly sought-after material.

**The strong cellulose fibres used to make paper cups can be recycled up to 7 times<sup>†</sup>, reducing the burden on virgin resources in the production of paper products.**



The next generation RecycleMe™ lining uses 40% less plastic than traditional plastic lined cups.

→ **CUT THE RUBBISH**

## RecycleMe™ System is endorsed by Planet Ark

Planet Ark has been leading environmental change in Australia for over 25 years, promoting positive behaviour change in people, businesses and governments.

The RecycleMe™ Collection System has achieved endorsement for offering an end to end credible solution for takeaway cups and lids, contributing to positive environmental change.

Endorsed by



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## THE SOLUTION

# The next generation of cup

Until now, recycling hasn't been an option for takeaway cups.

Detpak has brought together the right industry partners to fight the war on waste. The RecycleMe™ cup offers a next generation lining that is easily removed during existing recycling procedures, meaning cups can be processed through traditional pulping infrastructure around the globe.

Supporting the cups, the RecycleMe™ System combines the right partnerships to ensure each cup is handled in the right way — keeping as many out of landfill as possible.



### → WHAT ABOUT LIDS?

Detpak lids offered with RecycleMe™ cups are also recycled as part of the guarantee from collection partners. Lids collected can be separated for collection and will be recycled into products such as photo frames.

Recycling a cup into paper is converting it into the highest reusable value.



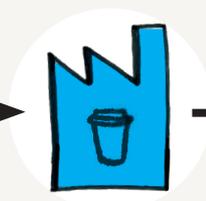
## THE RECYCLEME™ COLLECTION SYSTEM

### Guarantee of recycling



**Raw Material Sourcing**

Detpak is dedicated to ethically and sustainably sourced materials



**Detpak Cup Manufacturing**



**Front of House Collection Station**



**Dedicated Back of House bin**

^ [www.cleanup.org.au/fact-sheets Paper and Cardboard Fact Sheet](http://www.cleanup.org.au/fact-sheets/Paper%20and%20Cardboard%20Fact%20Sheet), November 2017

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

## COLLECTION PARTNERS

# RecycleMe™ is backed by leading collection partners



**Shred-X** collect from over 50,000 existing locations across Australia as part of their secure document destruction service.



**TIMG** collect from over 20,000 locations across New Zealand as part of their secure document destruction service.



**Shredall** collect from over 13,000 locations across the United Kingdom as part of their secure document destruction service.

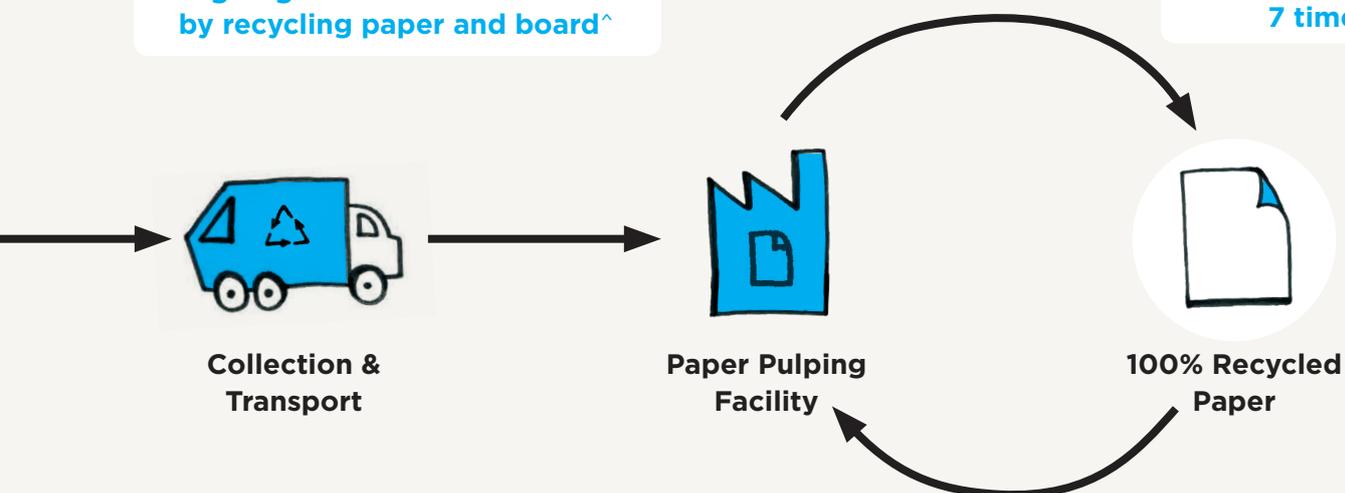


→ **Outside of these countries?** We're already working on partnerships to bring the RecycleMe™ solution to other parts of the world due to significant market interest.

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

51% of environmental impact of using virgin material can be saved by recycling paper and board<sup>^</sup>

Virgin paper can be recycled up to 7 times<sup>†</sup>



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## IMPLEMENTATION

# Collection Stations

We've made the RecycleMe™ System easy – cups are collected in a specially designed RecycleMe™ Front of House (FOH) Collection Station, consolidated into a Back of House (BOH) bin, and picked up for recycling by one of our collection partners.

The specially designed Collection Stations is an important part of the RecycleMe™ System. The station allows for easy separation of excess liquid, the lids and the cups.

Detpak support RecycleMe™ customers during implementation with educational and marketing tools plus Guarantee Certificates are provided to customers, outlining the number of cups saved and the environmental benefits from recycling.

Head to [recycleme.co](http://recycleme.co) to see the total cups saved from landfill.

We've designed our RecycleMe™ System to meet environmental objectives with accessibility and cost minimisation in mind.

RecycleMe™ is a simple solution that's a win for you, your customers, and the environment. Together we can cut the rubbish!

Recycling

One million cups = 2,600 trees worth of paper fibre saved<sup>++</sup>



↑ RecycleMe™ Front of House (FOH) Collection Station

↑ Back of House (BOH) 240L bin

## THE RECYCLEME™ SYSTEM WORKS



Our system is **easy to implement and cost effective.**



**It's scalable** – Collection Stations can be implemented in a variety of locations.



**Global collection network** – Reaching metro, regional and remote customers.



**RecycleMe™ Guarantee Certificate** – show the number of cups saved and the environmental benefits of the RecycleMe™ System.



**Contribute to the Global Cup Counter** – see your cup collection tally making the difference on **RecycleMe.co**

<sup>++</sup> 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/>

## IN-STORE ROLL-OUT

### Promotional Material

Detpak will support your business with in-store collateral to help spread the RecycleMe™ message to your customers.



Counter Card



Window Decal



Video Content



Operational Guide



Social Media Package



Collection Station Locator

## AWARD WINNING

### Sustainable Packaging Award Recognition

The RecycleMe™ System has been recognised with the pinnacle accolade for sustainability in our industry with the Sustainable Packaging Excellence Award from the Australian Packaging Covenant Organisation as well as a Special Commendation for sustainable packaging design at the Packaging Innovation and Design Awards.



## FAQ's

### The difference between cup collection programs (globally)

Recycling infrastructure is limited in some countries and standard PE cups are not commercially accepted for recycling. Whilst there are other collection initiatives — often cups are either processed with very low paper recovery or used as a filler in other non-paper products. RecycleMe™ provides an end to end transparent solution allowing cups to live again as paper products and combines the right partnerships to ensure each cup is handled in the right way — keeping as many out of landfill as possible.

### Compost or recycle cups?

Whilst compostable cups are an alternative solution to traditional PE cups, they require very specific conditions to be composted, and this infrastructure is limited globally. At Detpak, we champion recycling and recognise that the high quality paper material used in takeaway cups should enjoy multiple recycling lives.

### How will I know a RecycleMe™ cup from an ordinary cup?

Genuine RecycleMe™ cups will be marked on the base of the cup with a RecycleMe™ bright blue logo.

### Does the new lining technology affect the taste of beverages at all?

Not at all, your hot drink will taste just as great. Coffee taste tests were conducted by multiple licensed Q Graders the result being no effect on the flavour.



### Do RecycleMe™ cups still encourage a throw-away culture?

We understand BYO cups are an important part of promoting reuse, but BYO coffee cups are not always practical for the consumer or the café. We fully support the use of BYO cups but believe the RecycleMe™ cup is the next best option. The RecycleMe™ System allows the cup material to live out multiple lives and contributes to a circular economy.

→ For more FAQ's please visit [RecycleMe.co](https://www.recycleme.co)



For more details, to request samples or to place and order, contact us:

**e.** [packaging@detpak.com](mailto:packaging@detpak.com)

**w.** [recycleme.co](http://recycleme.co)

Follow us on social  
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Collection Partners:

