



# The CupCycling™ Toolkit

## *Using Single-Use Lids*

CupCycling™ is registered trademark of Everyday Ltd t/a IdealCup

CONTACT US : [www.idealcup.co.nz](http://www.idealcup.co.nz) | [info@idealcup.co.nz](mailto:info@idealcup.co.nz) | 021 226 2655

- 50 REUSABLE regionally and CupCycling™ branded cups, printed with the CupCycling™ logo one side and the regional brand on the other - in an agreed colour chosen from our Stock Range
- "How CupCycling™ works" A4 Counter Cards to display in the cafe so customers can understand the process
- 20 x "How CupCycling™ works" Table Talker Postcards for your counter and tables
- A white board with white board marker and a CupCycling™ Banner stating "**Disposable Cups Saved from Landfill This Week**", for staff to record every time a customer uses a CupCycling™ cup or brings their own reusable cup. This is a powerful and interactive visual tool for promoting CupCycling™
- A printed CupCycling™ Instruction & Records Document, for use by cafe staff, which includes **Data Recording Sheets** to record the "**Disposable Cups Saved from Landfill**" each week/month (This data is collected by IdealCup and reported back to key stakeholders).
- A CupCycling™ Window transfer, to place in the window to advertise the cafe as a participating CupCycling™ Cafe
- **Continued overleaf.....**

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- A ‘How To Submit Your Disposable Cups Diverted from Landfill’ weekly data FRIDGE MAGNET, which also includes contact details, should you have any questions or need more cups/lids
- A **Use Your Own Cup** (UYOC) Cafe Guide Insert to encourage cafes to join the UYOC Cafe Guide ([www.uyoc.co.nz](http://www.uyoc.co.nz))
- A **RefillNZ** Insert, to encourage cafes to join the RefillNZ movement ([www.refillnz.org.nz](http://www.refillnz.org.nz))
- Inclusion on our online, interactive MAP of New Zealand, which showcases all the amazing cafes around NZ who are participating in the CupCycling™ Programme.
- Ongoing Social Media, PR and related support
- A complimentary sleeve (50 lids) single use, **wood pulp**, fully biodegradable lids, for use with the Reusable IdealCups

## PLEASE NOTE:

- You can purchase further regionally branded, reusable CupCycling IdealCups for \$5 including gst each (minimum order 25 cups)
- Further single use, wood pulp lids can be purchased from IdealCup for \$120 + gst per carton of 20 sleeves (1,000 lids)
- You can purchase the IdealCup **REUSABLE LIDS for \$6 including gst**
- These are great to have for those customers who may wish to own their own lid. We recommend you sell these for \$7.50 each.
- A small freight charge will apply to all orders dispatched

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