

KEEPCUP VS DISPOSABLES

THE PROBLEM



- Over 500 billion disposable cups are manufactured globally every year.¹
- Every minute over one million disposable cups are discarded to landfill.¹
- Over one year disposable cups use 90% more water in production than a KeepCup²
- Most products consist of only 5% of the raw materials and resources used to make them.³
- Most disposable cups are lined with polyethylene which makes them non recyclable.
- 98 tonnes of resources are used to make one tonne of paper.³
- Half of the plastic used in the world today is for single use disposables items.⁴
- Disposable cups that are 'compostable' require commercial composting to biodegrade.
- Every year nearly four billion trees (35% of all trees felled) are used in paper industries around the world.⁶

SOME SOLUTIONS



KEEPCUP ORIGINAL

- There is enough plastic in 20 disposable cups and lids to make a KeepCup Original.

- Made from PP, LDPE and silicone and glass the KeepCups have low embodied energy in manufacture.

- Every KeepCup original used more than 15 times saves energy and resources, as well as waste. Comparing energy in manufacture and use (including washing), KeepCups breakeven with disposable cups is 15 uses.⁵

- KeepCup has printing, distribution and assembly hubs in the UK, US and Australia.

- KeepCup is designed in Melbourne, Australia. Our lid, plug and cup are manufactured in Melbourne and our silicone bands come from China.



KEEPCUP BREW

- Every KeepCup Brew used more than 15 times saves energy and resources, as well as waste. Comparing energy in manufacture and use (including washing), KeepCups breakeven with disposable cups is 15 uses.⁵

“The best reusable is the one you use. Salute the Reuser” Abigail Forsyth

1. Jim Hanna www.oneearth.org, April 2012

2. The Eco-Craze, a case study Lockrey 2012, Design Principals and Practices Journal

3. www.thestoryofstuff.org

4. Plastic, a toxic love story, Susan Freinkel, 2011

5. Hocking M (1994) "Reusable and disposable cups: An energy based evaluation" * Breakeven is calculated in reference to the life cycle of each product.

6. www.ecology.com/2011/09/10/paper-chase/

