

# KeepCup for Education



KEEPCUP.COM



## Who we are

KeepCup are the world's first barista standard reusable coffee cup. Now available in 5 sizes and in both plastic and glass, KeepCup is all about encouraging positive behaviour in a Feel good. Do good way.

We believe good actions create good habits, and that we are all driven by a common desire to act mindfully and positively.

Through our own actions, we inspire others to be the change they wish to see in the world.

**Believe in better. Salute the Reuser!**

## Our aim

Our mission is to encourage the use of reusable cups. We do this by offering an innovative, sustainable alternative to disposables.

We offer our product in the context of a positive global campaign that strives to make a difference to how people think about convenience culture.

We do this by engaging people in three key ways; Through love of coffee, those who care about the environment, and people who appreciate good design.

We've created a global brand and that has kick started the demise of the disposable.

## Sustainability focus

KeepCup is a certified B Corporation. B Corporation started in the US, with a belief that businesses should not just serve the interests of shareholders, but the environment, stakeholders and employees. B Corp is to businesses what Fair Trade certification is to coffee, so we are very proud of our status as a benefit organisation.

As a B Corp organisation, we are certified by the non-profit B Lab. It is independent and transparent evidence that we are the sort of organisation we say we are.

The environmental footprint of our products is really important to us, so we were committed to local manufacture. In 2012 we opened a warehouse in the UK and in March 2013 we opened in Los Angeles. Local presence means that we can begin to tell a local story in these markets, local assembly and local printing dramatically reduces the environmental footprint of the business.

Certified



Corporation



The Observer Ethical Awards

in association with ECOVER



**THERE IS ENOUGH PLASTIC IN 20 DISPOSABLE CUPS AND LIDS TO MAKE ONE KEEPCUP**

REUSABLE NOT DISPOSABLE COFFEE CUP



Cafés



KEEPCUP.COM

## Testimonial- University of Edinburgh

"To run with the KeepCup was an easy decision as whilst others were moving to suppliers of compostable paper cups, the KeepCup enables a one-step jump to eradicate the need for waste streams in either mixed recyclables or food waste and this a direct saving in trade waste charges.

You know when you are onto a good thing as we have had other departments buy their own KeepCups with their specific logo on to either sell or give to staff and students as part of welcome packs.

It is a simple message: Join the reuse revolution."

*Ian Macaulay Assistant Director Accommodation Services (Catering)*

**"I feel that the quality of the product, combined with people's desire for something that is reusable rather than throw away really helps"**

*Gordon Chalmers, Visitor Centre Manager*

# Why KeepCup?

KeepCup is the world's first barista standard reusable cup.

Purchasing a KeepCup for staff or students is a practical and easy way to reduce waste and carbon emissions. If your campuses supply disposable cups to staff or students, there are significant savings to be made in consumable expenditure and waste disposal by implementing KeepCup. The KeepCup makes a clear statement about the kind of educator and the kind of employer you are.

High visibility efforts, like KeepCup, have great potential to leverage the support and participation of students and staff in a wider sustainability program.

There is enough plastic in 20 disposable cups and lids to make one KeepCup Original. For KeepCup Brew we estimate break even to be as low as 10 uses compared to disposable cups.

## Pricing

### KeepCup Original

All pricing quoted in GBP exclusive of tax and freight. KeepCups are delivered fully assembled in cartons of 30.

RRP inc VAT		30	240	480	990	2490
£7.00	KeepCup XS (4oz)	£3.58	£3.40	£3.31	£2.95	£2.51
£7.80	KeepCup SIX (6oz)	£3.99	£3.79	£3.69	£3.29	£2.79
£9.00	KeepCup Small (8oz)	£4.60	£4.37	£4.26	£3.80	£3.22
£10.00	KeepCup Medium (12oz)	£5.11	£4.85	£4.73	£4.22	£3.58
£11.00	KeepCup Large (16oz)	£5.63	£5.35	£5.21	£4.64	£3.94
£9.00	KeepCup Carry Bag		Carton of 12: £55.44			

### KeepCup Brew

RRP inc VAT		30	240	480	990	2490
£13.00	KeepCup Brew Small (8oz)	£6.64	£6.31	£6.14	£5.48	£4.65
£14.00	KeepCup Brew Medium (12oz)	£7.16	£6.80	£6.62	£5.91	£5.01
£16.00	KeepCup Brew LE - Cork (08oz)	£8.18	£7.77	£7.57	£6.75	£5.73
£17.00	KeepCup Brew LE - Cork (12oz)	£8.69	£8.26	£8.04	£7.17	£6.08
£18.00	KeepCup Brew LE - Cork (16oz)	£9.20	£8.74	£8.51	£7.59	£6.44

### KeepCup Longplay

RRP inc VAT		30	240	480	990	2490
£19.00	KeepCup Longplay (12oz)	£9.71	£9.22	£8.98	£8.01	£6.80
£20.00	KeepCup Longplay (16oz)	£10.23	£9.72	£9.46	£8.44	£7.16

### KeepCup print options

Band screen print (MOQ 240)	Cost GBP				
Number of colours	1 colour	2 colour	3 colour	4 colour	5 colour
Printing cost per band	£0.40	£0.50	£0.60	£0.70	£0.80
<b>Artwork setup fee on band &lt; 1000 (once only)</b>					
8oz, 12oz and 16oz (min 240 units)	£90				
6oz and 4oz (min 150 units)	£60				
<b>Glass printing</b>					
Printing cost per glass (MOQ 150)	£1.15 (1cp)				
Printing cost per glass (MOQ 240)	£1.00 (1cp)				
Printing cost per glass (MOQ 480)	£0.90 (1cp)				
<b>Deboss print (MOQ 1000)</b>					
Deboss	£1.05 per band				
Deboss, one colour infill per band	£1.30 per band				
<b>Pantone Matching</b>	MOQ 1000 for band, 5000 for cup/lid/plug				

All print options quoted ex sales tax.

## Product features

KeepCup is the world's first barista standard reusable cup

Designed in Melbourne, and now our 12oz Original is manufactured in the United Kingdom!

Feel good. Do good. KeepCup is not just about product design; our global brand is about connecting product with purpose.

KeepCup is designed for baristas, replicating the cup sizes you use every day and will fit under the group heads of your coffee machine. Happy barista = better coffee

Recyclable and has replaceable components.

KeepCup has a hard lid and a plug that seals, keeping your coffee hotter for longer. The splash-proof design is safer than disposable or open cups and OH & S compliant.

Lightweight, colourful and dishwasher safe. Fits in car cup holders.



Join the revolution.  
Measure your impact.

[keepcup.com/reuseHQ](https://keepcup.com/reuseHQ)

#salutethereuser  
#reuserevolution

