

Meet KeepCup

KeepCup designed the world's first barista-standard reusable cup. Their products challenge convenience culture and allow consumers to enjoy takeaway coffee, while preventing millions of disposable cups from entering landfill every day.

We spoke to KeepCup's Innovation Manager, Lou Dyer, about why she uses the Australasian Recycling Label (ARL) on her packaging.

Since the very beginning, we've partnered with our local manufacturers and designers to ensure our packaging protects the product, is modular, uses minimal material, can be reused and is recyclable at end-of-life. We carefully consider all material options and have made conscious decisions about both what to use and how to use it, in both KeepCup products and packaging.

“ Since 2009, KeepCup has driven a campaign that envisages a world that neither needs, wants, or uses single use products. ”

We also took many steps to champion reusables and sustainable packaging such as joining the Australian Packaging Covenant Organisation (APCO) in 2019 to review and report annually on our packaging impact and progress. We are also a founding sponsor of Planet Ark's Australian Circular Economy Hub. So, adopting the ARL was naturally the next step for us to help educate our consumers on how to dispose of our packaging correctly.

How has the ARL benefitted your business?

We chose to use the ARL because it provides consumers with clarity around correct disposal of packaging waste for recycling. Applying the ARL on our packaging was a simple and easy process.

“ We started using the ARL in 2019 and never looked back. 100% of our retail box and carton packaging proudly displays the ARL. ”



What other sustainable practices do you implement in your business?

Our products are packed in retail boxes and shipped in cartons made of 100% FSC certified board, soy-based inks and 100% recycled cardboard. These are all renewable, recyclable materials. The cartons are used first to store and ship components from our manufactures, increasing efficiency of sea freight and pallet volume, then reused in our assembly locations to ship products to our customers.

KEEPCUP'S TOP TIP

What are you waiting for? Get on board! The ARL provides clear and easy to understand instructions for consumers on how to correctly dispose of all parts of product packaging.

Start your ARL journey today at www.arlmarketplace.org.au.