



# THE FAIR PACKAGE



***The refundable deposit system  
for food and drinks***

*Take care of the environment – Avoid rubbish – Save Money*





## LET'S AVOID WASTE TOGETHER



### *Single use cups harm our environment!*

Only in Germany, 2,8 billion single use cups get depleted for to-go drinks every year. Moreover, there are many more billions used for to-go food.

*Annual consumption of resources by production and disposal of to-go cups:*



43.000 trees



320.000 m  
kWh electricity



22.000 t crude oil



111.000 t CO<sub>2</sub>



40.000 t waste

*The good message: **FairCup** is our chance to reduce the consumption extremely.*



## THE FAIRCUP SYSTEM:

*Simple and clever: The universally usable reusable cup in a Germany-wide deposit system*

Our partners receive the cups and the lids from our company to sell their products in **FairCups**. So their costumers have the choice buy to-go products in **FairCups** and not in single use plastic. They just have to pay a deposit (1€ for the cup and 0,50€ for the lid).

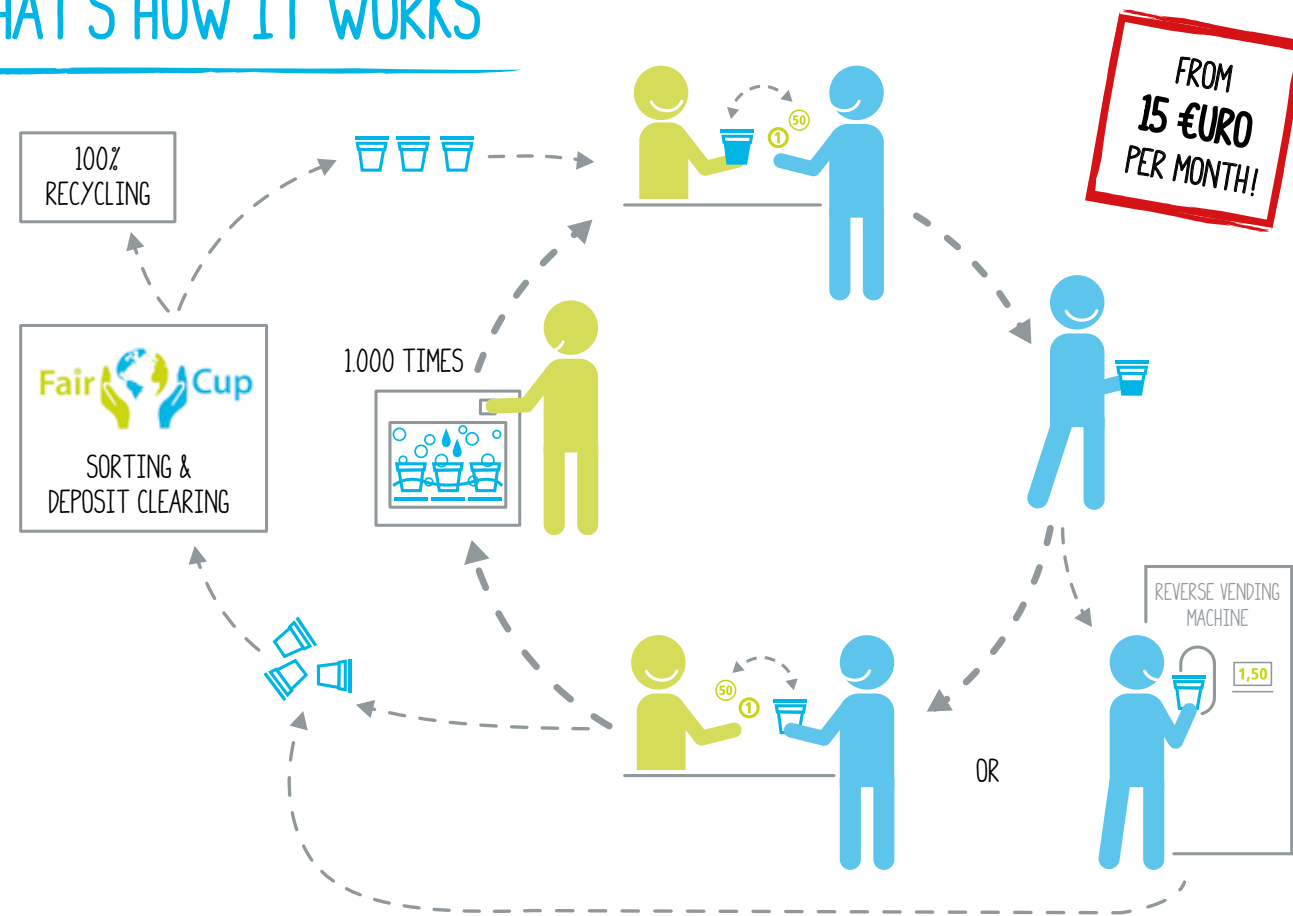
*Due to the low costs and the easy returning, there is a high acceptance from costumers.*

The returning of **FairCups** is possible at all our partner stores. Also activated reverse vending machines are possible returning stations. All locations can be found in our **FairCup** Navigation App. In addition to that, we created a software-controlled deposit clearing to help our partners to always have enough cups on site.

The cleaning of the cups is taken place by our partners, too – either direct in the store or, if logistically possible and reasonable, at a different location.

With normal using, the cup can be used up to 1.000 times before we can recycle it in a cradle-2-cradle process to get a new **FairCup**. This perfect material circulation is possible, because the **FairCup** has no prints on it and we have varietal material and colors.

## THAT'S HOW IT WORKS



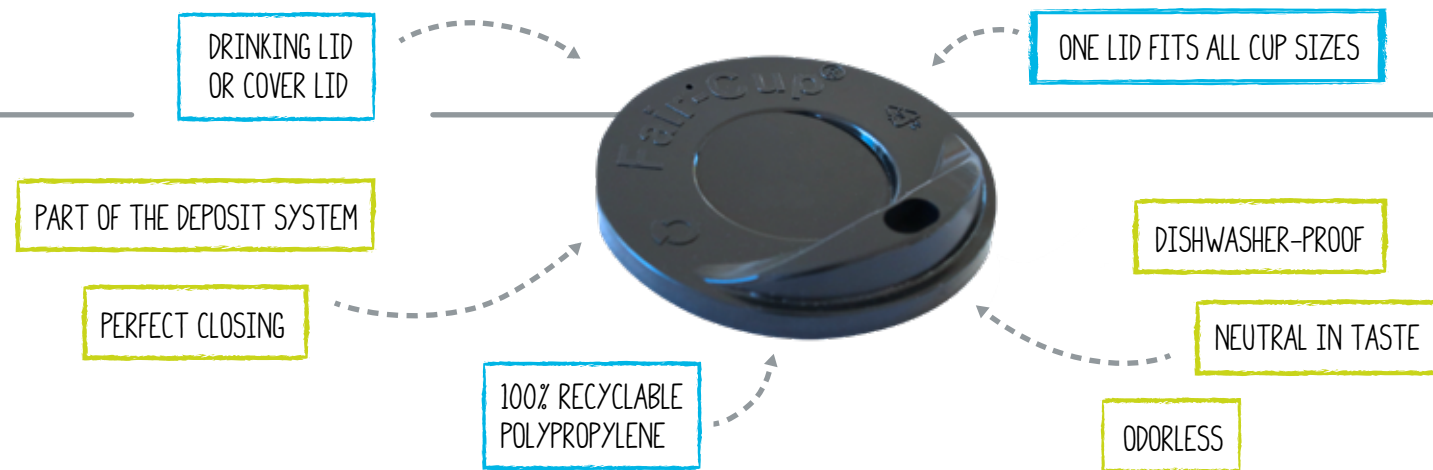
## OUR FAIRCUP



### To go but also sustainable.

We created our own cup for our **FairCup** system. It is not only durable and 100% recyclable, but also uncomplicated and easy to handle. The cups outlive up to 1.000 time using and cleaning. They are also suitable for industrial dishwashers and even autoclavable. The lids fit exactly and they are – different to other refundable deposit systems – a part of the deposit system.

As the only system in Germany, **FairCup** is decorated with the seal *Blauer Engel* and the *Deutsche Umwelthilfe (DUH)* assessed our life cycle assessment with "Sehr gut" (Very good).

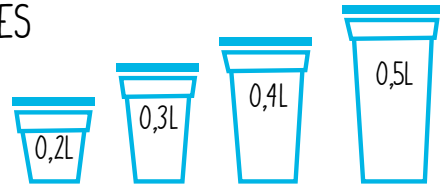




# COLORFUL DIVERSITY

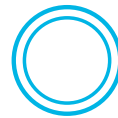
**FairCups** are available in four sizes: 0.2 liter, 0.3 liter, 0.4 liter, 0.5 liter, and for that reason perfect for all hot and cold to-go drinks and snacks. There are also two different deposit lids, a drinking lid and a cover lid. The costumers can choose between different colors for the **FairCup**.

4 SIZES



+

2 LIDS

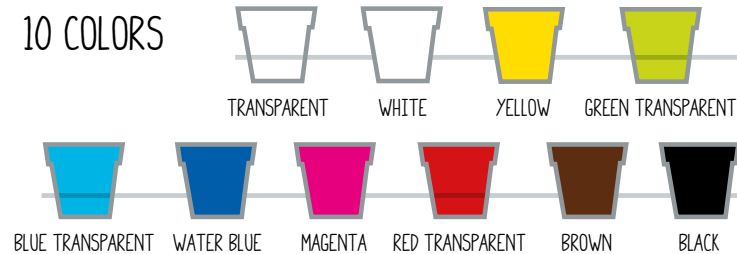


COVER LID

DRINKING LID



10 COLORS



&

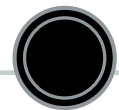
3 LID COLORS



TRANSPARENT



WHITE



BLACK



*You can put almost everything into a **FairCup**.*

**FairCups** are perfect for hot and cold drinks and a packaging substitution for dairy dishes, smoothies, frozen products, ice, salad, porridge and many more. They can also be used in supermarkets for salad, cheese, meat and fish.

## PACKAGED & SEALED



## FAIRCUP AT SUPERMARKETS

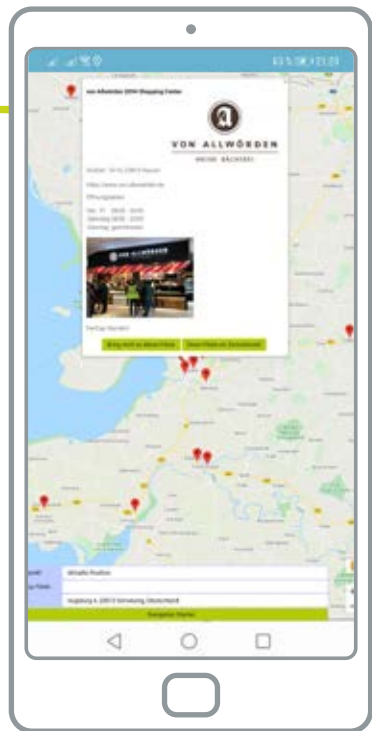
At many locations **FairCups** are already in use as a substitution for olives, salads, fruits, cream cheese and fish. There the costumers can also return the **FairCups** at the supermarket reverse vending machines.

### *Our goal:*

The **FairCup** should be as usual as deposit bottles and part of the daily shopping. We could save ressources, create circulation of material and protect our environment.

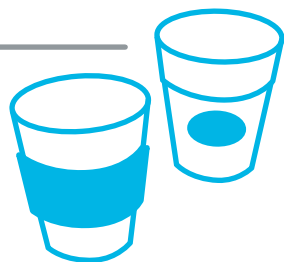




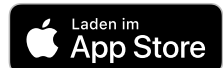


## ADVERTISING & BRANDING

All locations of our partners and also all returning stations (and reverse vending machines) can easily be found by your customers in the free **FairCup app**. Moreover, the customers get more information like the company logo, the opening times, photos and links to partner websites. So the **FairCup app** provides the possibility to place advertisement for customer acquisition.



*If necessary, we have detachable stickers and felt cuffs (made out of organic material) in our product range for **individual branding**.*





Because of its diverse possible applications, **FairCup** is qualified for many different providers: bakeries, supermarkets, kiosks, public institutions, canteens, gas stations, festivals ...  
Even now, **FairCup** is accepted at more than 1.800 returning stations – and they get more every day.

#### Partner advantages:

- Versatile usable
- Simple handling
- Lowering of costs
- High customer acceptance
- Fast amortization
- Advertising possibility through the app
- Providing with information material
- Better image through engagement for the environment
- 100% sustainable and pioneering

ALREADY MORE THAN  
800 PARTNERS



VON ALLWÖRDEN  
MEINE BÄCKEREI



## BECOME A FAIRCUP PARTNER!

0049 551 28 87 9-832  
0049 551 28 87 9-248  
[info@fair-cup.de](mailto:info@fair-cup.de)

*We would love to advise you.*

- Write an e-mail with your questions and wishes
- Order a recall on **fair-cup.de/partner-werden** for personal advice and support
- Request an individual offer for your company via phone, email or mail. Just tell us, which sizes, colors and lids you are interested in and your estimated needs, so we can calculate your system fee (from 15,00€/month)







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