

ButterflyCup ReCycle is the world's first **plastic-free** paper cup for hot and cold drinks which can be **recycled by disposing of it in the regular paper bin** along with cardboard, newspaper, etc. ButterflyCup's built-in lid and drinking spout also eliminates the need for plastic lids and straws.

ButterflyCup ReCycle is made from pure and natural paperboard sourced from PEFC™ and FSC® certified sustainable forests that is water-proofed with a thin plastic-free, water-based dispersion barrier. Existing paper cups require a heavy laminate plastic or PLA waterproof coating which makes them difficult to recycle, resulting in the vast majority ending up in landfill or as long-term litter.

If improperly disposed of as litter, ButterflyCup ReCycle biodegrades naturally like raw paper (comfortably exceeding the EN13432 standard) thereby overcoming the long-term build-up of environmental litter and microplastic residue caused by cups, lids and straws made using plastic or PLA.

ButterflyCup is the only disposable cup / lid option that completes the circular economy loop as it avoids plastic production, is made from 100% renewable materials and is easy to recycle, re-pulp and reuse.

ButterflyCup ReCycle is environmentally sustainable, hygienic and price competitive - without compromising on convenience - making it the ideal 'to go' serving solution for hot and cold drinks.

## THE BENEFITS

- ✧ **Recycle with Ordinary Paper**  
(In the Regular Paper Bin)
- ✧ **Plastic Free**
- ✧ **Sustainable Sourcing**  
(FSC®, PEFC™)
- ✧ **Reduces Waste Disposal**  
(Volumes & Cost)
- ✧ **Eliminates Plastic Lids & Straws**
- ✧ **No Splashes, Leaks or Drips**



[www.butterflycup.com](http://www.butterflycup.com)



# The Observer

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## ButterflyCup – the environmental and hygienic paper cup solution

**DID YOU KNOW THAT** 250 billion plastic-laminated paper coffee cups are used each year, with over 2.5 billion in the UK alone? ButterflyCup is the world's first plastic-free paper cup which can be recycled in the regular paper bin along with newspaper and cardboard. In addition, by eliminating the need for plastic lids and straws, ButterflyCup significantly reduces hygiene and cross-contaminations risks, particularly at self-service areas.

Plastic-laminated paper cups cause a myriad environmental problems including avoidable plastic production, long-term environmental litter and microplastic pollution and large-scale disposal into landfill. ButterflyCup solves all of these issues and provides a full circular economy solution that's environmentally sustainable, hygienic and price competitive - and without compromising on convenience.

ButterflyCup is made from natural paperboard using cutting-edge water-based dispersion waterproofing technology. Unlike existing paper cups, the paper is not laminated and is plastic-free. No laminate means ButterflyCup can be recycled with regular paperboard. Plus, if improperly disposed of as litter, ButterflyCup biodegrades naturally like regular paper, leaving no microplastic residue. The paper itself is produced from FSC and PEFC certified forests, while ButterflyCup



completes the circular economy loop by being easy to recycle, re-pulp and reuse.

ButterflyCup is easy-to-use and prevents splashes, leaks and drips. By eliminating lids and straws ButterflyCup also reduces transport, storage and waste disposal volumes.

Already successfully launched in several European countries, ButterflyCup Easy to Recycle will be available in the UK from September.



**ButterflyCup**  
*this changes everything*

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