

2011 Winner: KeepCup A simple tool to change behaviours

Award for Excellence in Green Purchasing – Green Supplier of the Year

This award recognises the ECO-Find supplier that has demonstrated excellence in overall quality, value for money, environmental performance and customer service

The KeepCup is a reusable cup designed for the takeaway espresso market and replacing disposable paper cups.



KeepCups are manufactured locally in Melbourne which is one reason businesses nominated KeepCup for the ECO-Buy Supplier of the Year Award.

The superior environmental performance of the KeepCup extends to its manufacture from food grade plastic which is both Bisphenol A (BPA) free and non toxic. KeepCup has estimated that the breakeven energy requirement to manufacture a reusable plastic cup over a paper cup is 17 uses, including the energy used to wash the cup, and the estimated life of the KeepCup at over four years. KeepCup is also recyclable, however, the recycling industry in Australia is not yet quite ready for it!

At \$12-\$16 per cup, businesses appreciate the value for money, environmental benefits and kudos from being seen to help their staff or customers shift their behaviour and reduce their environmental impact.

The team at KeepCup are passionate about their product and aim to foster a close relationship with their business customers by engaging them directly to provide a total business solution around waste management, staff engagement, sustainability and marketing. They have been particularly successful at gaining buy-in from the corporate sector, counting National Australia Bank and Energy Australia among their customers.

Brother and sister team Abigail and Jamie Forsyth

are behind the creation of the KeepCup which was born from a desire to limit the environmental impact of their takeaway sandwich and coffee business caused by disposable container waste to landfill. Both thought the disposable coffee cup represented the 'most conspicuous and ubiquitous piece of disposable packaging', which prompted them to engage an industrial designer to bring their reusable concept to life.



Their aim was to ensure the reusable cup was functional from the perspective of the café barista, as well as appeal to the savvy on-the-go consumer. It replicates standard takeaway cup sizes and fits neatly under commercial espresso machines. The response since the KeepCup was launched mid 2009 has been outstanding – more than 800,000 have been sold worldwide.

Apart from its functionality the other key feature which appeals to customers is the potential for customisation and individual branding. The fact that companies and café businesses are prepared to put their own brand on the product reflects the appeal of the KeepCup to their customers. KeepCup are “committed to providing a high quality product” says Abigail by “continuing to work with our industrial designers and manufacturing

KeepCup
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standard reusable
coffee cup



engineers to make incremental improvements to the KeepCup's environmental credentials, aesthetics and product performance.”

CEO Abigail Forsyth appreciates that listing KeepCup on the ECO-Find database gives the product a high level of credibility to those organisations who are actively seeking products with a lower environmental footprint. She notes that “the ECO-Find database has been fantastic for us in generating leads and giving people confidence in the KeepCup product”.

FEATURES OF THE KEEPCUP PRODUCT RANGE

- Available in 4 sizes, (including the new 4oz launched in May, 2011) which are all designed to fit under commercial espresso machines
- Dishwasher safe
- Microwave safe
- Keeps drinks hot for 20 to 30 minutes longer than standard paper cups, thanks to the insulating effect of plastic
- Lightweight and ergonomic for ease of handling and portability
- Designed to meet OH&S requirements for handling hot liquids with a unique sealed lid which prevents splashes
- Fits most car cup holders and many bicycle bottle holders