



freshSeal

FreshSeal Recycling

In the Kenco Away From Home division, we understand the challenges of trying to dispose of your waste cups when recycling facilities are limited out and about.

We know that you want us to use less packaging, but continue to offer hot beverages that taste great and are comfortable to handle.

So, we are working hard to find ways of producing and using packaging more sustainably, whilst making it easier to recycle.



The card sleeve on the FreshSeal cup is already made from 100% recycled board, and now we've perforated it so that you can separate it easily from the inner cup ready for recycling.

We've introduced this change for the FreshSeal range to make it easier to recycle if the facilities are available, whilst still keeping the same great quality cup that's comfortable to handle.

If you would like to find out more, please see our Frequently Asked Questions for Consumers, or contact our Consumer Care team on 0870 241 4820.





freshSeal

FreshSeal Recycling Frequently Asked Questions for Consumers

What is the FreshSeal cup made from?

The FreshSeal cup is made from two pieces of packaging: a board sleeve and a plastic inner cup. The board sleeve is made from 100% recycled board and the inner plastic cup is made from polypropylene.

Is it recyclable?

Both parts of the cup are recyclable if they are separated, and where facilities exist.

Could you use recycled plastic?

We would very much like to use recycled plastic to make our FreshSeal cups, but we need to make sure the material we use is of the best quality and that is something that couldn't currently be guaranteed if we used recycled plastic.

Why is the cup made like this?

Our cups have been carefully designed to make sure they are totally fit for purpose, for both the environment they are sold in and for anyone drinking from them. The plastic makes the cups sturdy enough to withstand transportation & storage from Kenco through to when they get to you. The people serving your drinks have to be able to do it quickly, but make sure it's well presented and tastes good every time. You need to be confident the cup won't be too hot to handle, is sturdy and stable, and you have a great drink to enjoy too. We've made the board sleeve easy to remove by use of a perforated strip so that you can separate it from the inner plastic cup for recycling (where the facilities exist).



How can I ensure my cup will be recycled?

In the Kenco Away From Home division, we understand the challenges of trying to dispose of your waste cups, when recycling facilities out and about are not as far advanced as collections made by county councils from kerb-side or local collection points. We can't speak on behalf of all the customers we sell our cups to about how they recycle their waste, but we are really encouraged that collection points are being set up out and about. For great examples of this, please visit www.recoup.org. We know there is still a very long way to go, but at Kenco we are making sure our FreshSeal cups are easy to separate, so that they can be recycled where and when facilities are available.





freshSeal

FreshSeal Recycling Frequently Asked Questions for Operators and Clients

What is the FreshSeal cup made from?

The FreshSeal cup is made from two pieces of packaging: a board sleeve and a plastic inner cup. The board sleeve is made from 100% recycled board and the inner plastic cup is made from polypropylene.

Why is the cup made like this?

Our FreshSeal cups have been carefully designed to make sure they are totally fit for purpose, both for the challenging environments they are sold in and for consumers enjoying a drink.

The easily removable foil seal allows for speed and operational efficiency, and means the ingredients are maintained in perfect condition and consistently taste good. The plastic makes the cups sturdy enough to withstand transportation & storage from Kenco through to their final destination, and also means they are stable when you are serving them.

The board shrouds aren't just about attractive branding; the board, together with the cleverly designed fins around the inner plastic cup, helps to minimise heat transfer and ensure the cups are safe for consumers to hold and to drink from. Now we've added perforations to the board shroud, which don't affect the safety or change the appearance of the cup, but just make it easier to separate the two elements for recycling.



Is it recyclable?

At Kraft, we know there is increasing pressure to be more environmentally aware, and we want to make it as easy as possible for you with the FreshSeal cup.

Both elements of the cup are fully recyclable when separated and where facilities exist. The cardboard can be put into paper or card recycling waste streams, and the inner cup through plastic recycling or Energy from Waste.

