

THE MOST USEABLE REUSABLE

(A note from Dan, the designer)

It's been estimated* that just one in six reusable cups are actually used.

We believe this is mainly because people lack confidence that a reusable cup will work properly.

As this cup's designer, it's my job to make sure that it will not let you down.

Circular NOW Cup is built to last and designed to become part of your everyday life. It is leakproof, insulated and easy to drink from while you're on the go.

Of course, the best way to appreciate Circular NOW Cup is to use it. So get out there and enjoy it and tag us in your photos.

Seeing our cup doing what it does best is the highest praise of all.

Dan
@circularandco
#becircular #givewasteworth

*Hubbub report Jan 2020.

JUST THE START

Your Circular NOW Cup is made from used cups which is fantastic but still not 100% perfect!

Because certain parts of any reusable cup have to be Food Safe, currently only 60% of your Circular NOW Cup is made from recycled content. That is 60% better than most other reusables, but it's still **not good enough**.

PHASE TWO

With our partners we have invented a way of developing a food grade recycled plastic, and we're actively working with major UK retail brands to secure enough food grade plastic from the market for us to process.

We hope to release the world's first 100% recycled cup in the near future.

Thank you for supporting us on the journey to where we all need to get to, we will get there!

Designed and developed
in the UK by

circular&co.

In association with



www.circularandco.com

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YOUR PLACE IN THE BIG PICTURE

On average, disposable cup users throw away

200
cups each year*

By switching to a Circular NOW cup, you save these cups from landfill and contribute directly to the recycling of used cups that slip through the net.

*Estimates based on global consumption statistics and ashortwalk surveys.

WE USED TO THINK IN STRAIGHT LINES...

TAKE, MAKE, WASTE.

...taking wood from trees, water from the seas and oil from the earth to make things we used **once**. Then we would throw them on a heap.

But the natural resources kept getting fewer, and the rubbish heap kept getting bigger, until no-one could really pretend they hadn't noticed.

NOW WE THINK IN CIRCLES

AIMING TO REUSE WHAT WE ALREADY HAVE, TIME AND TIME AGAIN.

The Circular NOW Cup is one of a new generation of products that sees **today's waste as tomorrow's product**.

The WWF predict that by **2050** we will have run out of many of the world's natural resources. That's why we're

BENDING
that straight line...

...and closing the loop on product design. This way natural resources stay natural, and the rubbish heap gets smaller.

Circular Design

Your Circular NOW Cup purchase is funding a

SUSTAINABLE SOLUTION

to global waste.

'We have a choice, in spite of what is in front of us, to purchase consciously and behave responsibly. We should value good choices highly, because their impact will last longer than anything that we make.'

Jill Scott, Clean Cornwall



Circular NOW Cup like all Circular&Co. products, is made from waste, designed to last and is 100% recyclable.

The two year guarantee

In a **Circular Economy**, we all want our products to last **as long as possible**. We will support you and your cup to make that happen by first providing a two year guarantee and thereafter replacement parts to further the life of your cup.

Your cups two year guarantee is **subject to wear and tear**. We will **replace or repair** any part of your cup if it shows a clear manufacturing defect.*

If you have mistreated, dropped or broken your **Circular NOW Cup**, you can take advantage of our takeback promise and receive **30% off** a brand-new **Circular NOW Cup**.

See our website for terms and conditions. If you think your Circular NOW Cup is faulty, please head to our **FAQ page** for easy fixes, procedures and support.

*Photographic evidence and return forms required for replacement parts.



The takeback promise

We believe **today's waste** must be used for **tomorrow's product**. Circular NOW Cup is an example of this approach.

In a Circular Economy, valuable materials are captured and recycled into new, long lasting things, **time and time again**.

To **ensure this cycle** takes place we created the takeback promise. We will **receive** your old cup, **recycle** it and turn it back into a **brand new**, high value **Circular product**.

To say **thank you**, on receipt of your cup* we will send you a **30% discount code** for a brand new Circular NOW Cup.

Just head to the website, fill in your return form and post your cup to our **collection centre**.

*All returns to be sent back at your own expense

www.circularandco.com

By using your Circular NOW Cup, you reduce single-use production and extend the life of our natural resources.

Thank you.

Very often
it's the smo// things that

MAKE BIG THINGS HAPPEN

INSTRUCTIONS and Care

Fill Line

Safety Fill line

To avoid spillages when you clip the lid on, do not fill above the marked line.

Please note: This cup is not leak proof due to the drinking hole at the top of the lid.

Safety Ouch!

Please be aware that the contents of your NOW cup will stay warmer for longer than it would if it was in a traditional single-use cup. Therefore be aware that the contents of the cup may be hot!



Dishwasher safe (top shelf)

Easy clean

Make sure you clean your cup before first use with hot soapy water and after every use.

DO NOT MICROWAVE

Visit circularandco.com for more care instructions and support.

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**circular
&co. now**

Made from used
single-use cups.

Care and
instructions
inside