

Buyers, We Feel Your Pain!

An insiders guide to a more sustainable reusable

We need FACTS so we can make a more informed decision we hear you cry.

Rest assured we feel your pain, so this document seeks to provide the industry facts head-on to support you in making a more informed decision!

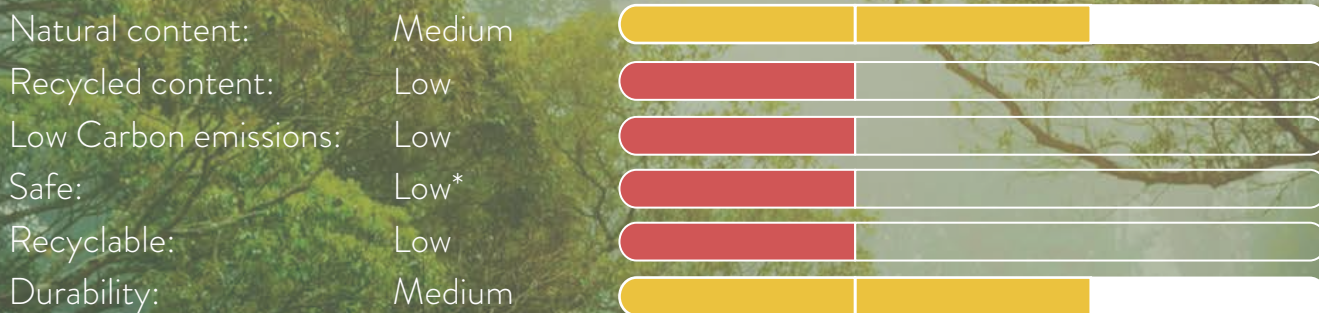
**Fact one:
There is no
silver bullet!**

The critical point is that there is no one perfect solution yet, just 'better' ones.

A Check list	The Consideration
Is it fit for purpose?	If it leaks or isn't insulated it won't get used and will simply add to the global waste crisis. *Hubbub 2020 Report
Does it have a minimal carbon footprint?	Arguably this is the most essential consideration. Many materials that are easy to recycle have high carbon footprints, including glass and stainless steel for example. *Circular Online 2019
Does it utilise an existing waste material?	This should now be common place and will soon be a given as the market and legislation start to dictate this
Is it designed for a long life?	How long is the product guaranteed for? This is always an indication of the designer's intentions. Does it come with free component replacements to maximise longevity?
Is it easy to recycle?	This is the hardest to achieve which is why very few manufacturers look to take this on. For example, once a stainless-steel cup is colour coated in some way it then becomes virtually impossible to recycle.
Will it inspire change?	5.7% of the UK public have adopted a reusable culture so there are plenty left to persuade. A 'circular' reusable made from waste materials will inspire people to engage in recycling more when they see the potential of what the resources can become.

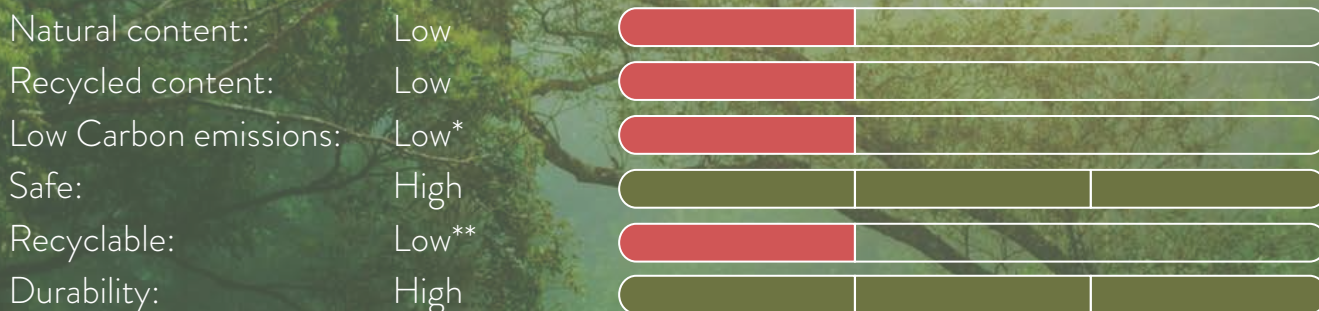
Material choice will have a big impact on how green a reusable is, so here are some helpful facts:

Bamboo



*Carcinogenic under hot water temperatures *Stiftung Warentest 2019

Stainless Steel



*2.6 Times more carbon emissions compared to plastic

**Once coated, stainless steel is commercially impossible to recycle

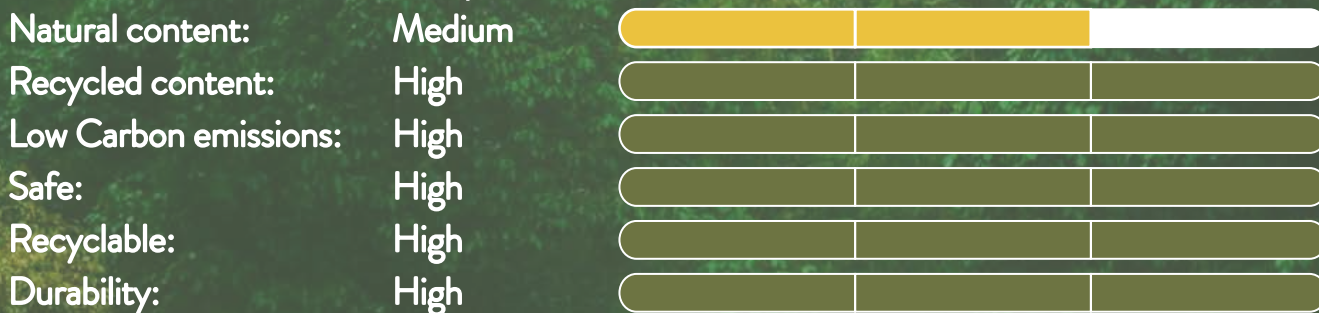
Glass



*2.6 Times more carbon emissions compared to plastic

**Once coated, stainless steel is commercially impossible to recycle

Plastic within a circular economy*



*When plastic products are designed without single use in mind, so easy to be collected, recycled, and reused again. Plastic is only evil when it is misused in a liner, take, make and discard fashion.

Conclusions:

Go Circular - By choosing a reusable made from recycled content, designed to last as long as possible and be fully recyclable you are extending the useful life of those resources.

Go plastic - Used in a Circular way plastic reusables by their very nature are not single-use, their intrinsic robustness and high value means that they should not be simply discarded into the environment. Instead they provide the cleanest, greenest and most fit for purpose solution currently available.