

BRANDED REUSABLE CUPS

Made from waste, to end waste.

circ
ular[®]
&CO.

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We believe that the Circular Design can save the world.

We're **circular&co.** and we are striving for global change, by making Circular Design the new standard. Together we can build a waste-free, endless world.

By using waste materials to make new products which are then fully recyclable, we can reuse the same materials over and over, closing the circle. This drastically reduces CO2 emissions, stops consumption of the planet's precious resources, and eliminates pollution; the three core environmental challenges humanity faces.

By joining us on this mission for Circularity, together we can take real steps towards a sustainable future.



DESIGNED FOR
 CIRCULARITY

future is circular.



Our Impact

Since we launched the Circular Reusable Cup in 2018 we have directly saved 15.5 million single-use paper cups from landfill. That's right 15.5 million! We use 6 single-use paper cups in each of our Circular Cups. We then blend this shredded material with a recycled plastic to create a mouldable resin, which we make the outer of our cups from. Over the last 5 years we have sold over 2.6 million cups!

The re-use revolution is powerful, and we believe it is here to stay. Furthermore, we know that by helping people to choose reusables over single-use, we are eliminating millions of single use cups going into the waste stream altogether. Thus the impact of the circular cup is, quite literally, massive!

By choosing our reusable coffee cup, you're not only doing your part to reduce single-use plastics, but also making a conscious decision for a greener future.



203,000kg

We've diverted over 203,000kg from landfill and into the Circular Economy

38 countries

We've helped bring Circularity to 38 different countries

2 million people

Through our Circular Cups we've introduced over 2 million people globally to the world of Circular Design.

15.5 million

We've recycled and transformed over 15.5 million single-use cups into Circular&Co. Reusables.

18 cups per minute

We transform 18 single-use cups per minute into longer lasting reusables.

The world's first reusable cup, made from recycled single-use paper cups.

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Multi award-winning products.

We design and
manufacture a range
of celebrated Circular
Reusable Cups.

The Circular Reusable Cup is 100% leakproof, and we really mean that. Our lid design allows for a 100% seal on your drink, ensuring no spillages or leaks when on the move. You can relax knowing you can comfortably carry your cuppa without losing any latte. Our lid offers single-handed open and closing, one click to open and one click to close, delivering 100% seal every time. We stand by this **100% leakproof guarantee**, the click you can trust!

The Circular Cup lid also offers a **360 degree drinking experience**. This means no more sipping from a tiny hole. Allowing you to enjoy your drink in the same way you would from a regular cup. This allows for a better drinking experience, and people often say it allows them to enjoy the coffee aroma too, bonus!

Our customers love our Circular Cup and it has been voted the best reusable cup 3 years running by Independent (2023, 2022, 2021). We have 8oz, 12oz and 16oz capacities. All our products are BPA and Melamine free. They are also dishwasher safe.

For busy commutes and weekend wanders, they're perfect for comfortably enjoying your favourite hot drink on-the-go.

We know that the most sustainable reusable is the one that actually gets used. Therefore the better the design, the better for the planet!

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8oz Circular Cup



Designed to last for at least 10 years. Fully recyclable at end of life.



Easy one-handed opening. Push to open, push to close.



The original 360° drinking cup. Drink from any angle like a normal mug.



Insulated layers keep your drink hot for up to 90 mins.



Made from single-use paper cups.

Circular Cup			
SIZE	8oz / 227ml	HEIGHT	133mm
BASE Ø	64mm	LID Ø	84mm
WEIGHT	175g	MATERIAL	Recycled single-use paper cups
COLOURS			



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12oz Circular Cup



The original 360° drinking cup.
Drink from any angle like a normal mug.



Easy one-handed opening.
Push to open, push to close.



Designed to last for at least 10 years. Fully recyclable at end of life.



Insulated layers keep your drink hot for up to 90 mins.



Made from single-use paper cups.



Circular Cup	
SIZE	12oz / 340ml
HEIGHT	166mm
BASE Ø	64mm
LID Ø	84mm
WEIGHT	210g
MATERIAL	Recycled single-use paper cups
COLOURS	



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16oz Circular Cup



Easy one-handed opening.
Push to open, push to close.



The original 360° drinking cup.
Drink from any angle like a
normal mug.



Designed to last for at least
10 years. Fully recyclable
at end of life.



Insulated layers keep your drink
hot for up to 90 mins.



Made from single-use
paper cups.



Circular Cup	
SIZE	16oz / 454ml
HEIGHT	198mm
BASE Ø	68mm
LID Ø	84mm
WEIGHT	250g
MATERIAL	Recycled single-use paper cups
COLOURS	



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Circular NOW Cup



Traditional snap fit lid.



Designed to last for at least 5 years. Fully recyclable at end of life.



Insulated layers keep your hand protected and your drink warm.



Made from single-use paper cups.

Circular Now Cup	
SIZE	12oz / 340ml
HEIGHT	150mm
BASE Ø	64mm
LID Ø	88mm
WEIGHT	130g
MATERIAL	Recycled single-use paper cups
COLOURS	



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12oz Beach Waste Cup



Designed to last for at least 10 years. Fully recyclable at end of life.



Insulated layers keep your drink hot for up to 90 mins.



Easy one-handed opening. Push to open, push to close.



The original 360° drinking cup. Drink from any angle like a normal mug.



Made from 50% Beach Waste, recovered from the Cornish coastline.

Marble effect unique to each cup.

Circular Beach Waste Cup

SIZE	12oz / 340ml	HEIGHT	166mm
BASE Ø	64mm	LID Ø	84mm
WEIGHT	210g	MATERIAL	Recycled single-use paper cups
COLOURS			



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Case Studies



1,500

Circular Cups
ordered

We use, on average, 6 single-use cups to produce a Circular Cup. If it is then used 3 times a week over its 10 year lifespan we can calculate...

9,000

Single-use paper cups
directly saved from landfill

2,340,000

Single-use cups saved
from entering the system

140 tons

of emissions (CO₂e)
saved*

*Based on the 609 grams of CO₂e of a PE lined, single-use paper cup. Source: Intertek Independent Life Cycle Analysis commissioned by Frugalpak

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FORTNUM & MASON

EST 1707



6,000

Circular Cups ordered

We use, on average, 6 single-use cups to produce a Circular Cup. If it is then used 3 times a week over its 10 year lifespan we can calculate...

36,000

Single-use paper cups directly saved from landfill

9,360,000

Single-use cups saved from entering the system

561 tons

of emissions (CO2e) saved*

*Based on the 609 grams of CO2e of a PE lined, single-use paper cup. Source: Intertek Independent Life Cycle Analysis commissioned by Frugalpak

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The Lost Gardens of Heligan



1,000

Circular NOW Cups
 ordered

We use, on average, 6 single-use cups to produce a Circular Cup. If it is then used 3 times a week over its 10 year lifespan we can calculate...

6,000

Single-use paper cups
 directly saved from landfill

1,560,000

Single-use cups saved
 from entering the system

93.5 tons

of emissions (CO₂e)
 saved*

*Based on the 609 grams of CO₂e of a PE lined, single-use paper cup. Source: Intertek Independent Life Cycle Analysis commissioned by Frugalpak

Bespoke Design Service

We advise and collaborate with large organisations who have identified waste streams and wish to build circularity into their business practices.

With decades of experience pioneering Circular Design, our founder Dan Dicker is skilled in analysing and understanding company operational models and establishing practical, real-world solutions. Through our extended network throughout the recycling and manufacturing industry, we can help you establish a supply chain for your project. If you have a big-picture ambition in mind and wish to engage in a more circular approach to your business, we can help.

Objective

To provide end products to the normal high level specification and target price but made from a client's waste stream. A closed loop approach using the demand for the end product to facilitate and fund the collection, processing and eventual reuse of a once problematic waste stream. It's about creating a win, win.

Process

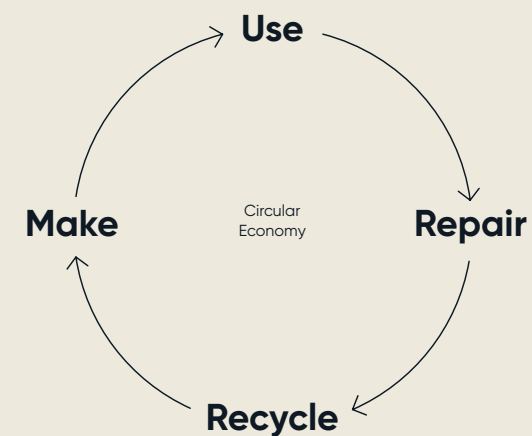
Circular are linked with most national and international waste management companies, so most clients simply need to connect their waste contractor with Circular. We will then run through that companies waste stream and determine which streams can be used, what if any extra processing will be required and at what price. At the same time Circular would work with the client to review which end products could be used to utilise the material. The end objective is a finished products that offers the exact same functionality, performance and commercials. It is never expected that a product made from waste should or will be more expensive or limit its performance.

New Product Development

A new product can typically be designed, developed, tooled and put into production in under 4 months. The entire development process is free on the understanding that the client takes the end product(s). For this reason there is a requirement to work with clients and on projects which deliver scale.

Circular Design, the key to a sustainable future.

Products designed for circularity are made from recycled materials, are designed to last and then be fully recyclable at the end of life. This allows us to keep and reuse the same materials over and over again rather than simply throwing them away. It is no longer enough to simply make a reusable product and call it "eco-friendly". If it's not designed to be circular then it is not truly sustainable.



Make

Linear Economy

Landfill

Material Myths

Biodegradable

A 'biodegradable' material means it is able to be broken down into carbon dioxide, water, and biomass by the natural action of microorganisms. However, for plastics this term is not very meaningful, as it does not give any information about the length of time taken for the process to complete, or the conditions that are required. A much better defined term is compostable plastic items. This tells us that the items can break down into carbon dioxide, water, and biomass within a specific time frame and under specific, controlled conditions.

Compostable

If an item is compostable, this tells us it can go through a process whereby the item can eventually be safely turned into water, CO₂, and compost. Compostable plastics are not a silver bullet solution to plastic pollution, and should only be used for specific, targeted applications, coupled with collection and composting infrastructure.

Biobased

It is also important to not confuse biobased with biodegradable. Many biobased plastics are not biodegradable and often the 'bio' content of these materials are grown at the expense of natural habitat. The 'bio' content must be grown ethically and sustainably for it to be of benefit to the world.

Silicon

Silicon can be recycled but again in specialist facilities that are rare. So again it is unlikely the material will be recycled within the main stream recycling infrastructure. We recommend offering a purpose built 'take back' scheme to ensure the material can be sent direct to the correct facilities.



Thank you!

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