

# The future is Circular.

We firmly believe that a new era of product design has begun. The exciting and necessary age of Circular Design, in which waste is an opportunity and materials are infinitely valuable.

This is just the start. Your Circular Cup is made from recycled paper cups, which is fantastic, but still not 100% perfect.

Certain parts of any reusable cup have to be food safe, so 60% of your Circular Cup is made from virgin plastic. That is 40% better than any other reusable cup, but we will keep working to make it better.

We are developing a food-grade recycled plastic with our partners and we hope to release the world's first 100% recycled cup in the near future.

Thank you for supporting us on the journey.

We will get there!

## First things first...

Clean your cup with hot soapy water before you first use it....

...we'll wait...

Done it? Okay, whilst it's drying we can get on with the important stuff.

## Important notes!



- This **NOW Cup** is not **leak proof** due to the drinking hole at the top of the lid.
- To avoid spillages when you clip the lid on, **do not fill above the marked line.**
- 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, due to the insulated layers. Therefore be aware that **the contents of the cup may be hot.**
- Rinse your NOW Cup, or put it on the **top shelf of the dishwasher**, after each use.
- **Do not microwave!** Even if you've forgotten about your brew.

## The time is NOW!

To aid the transition of reusables into everyday life, we have developed the cost-effective NOW Cup.

Made from single-use paper cups and designed for 5 years' use, our NOW Cup has been designed to replace the familiar paper takeaway cup for hot drinks on the go.

Dishwasher safe, with a traditional snap fit lid and insulated body, in true Circular style the NOW cup is 100% recyclable at the end of its useful life.

Step into Circular Design NOW.

## Get in touch, search for Circular Design or visit our website for more info and support

@circularandco

#ChooseCircular

#CircularDesign



[circularandco.com](https://circularandco.com)

## Extend the life of your cup

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 then replacement parts to further the life of your cup. For any problems with your Circular Cup always visit our website for links and videos on how to repair, replace or extend its use:

[circularandco.com/faq](https://circularandco.com/faq)

## The Two Year Guarantee

We guarantee your Circular Cup for manufacturing defects for two years from the date of purchase. We **will** replace any product showing a manufacturing defect with the same or equivalent product if evidence of the defect and proof of purchase is supplied.

## PRODUCT CARE AND INFORMATION

**circular & co.**

REUSABLE CUP

## The Takeback Promise

In a Circular Economy, valuable materials are captured, recycled and reused, time and time again. To ensure this cycle takes place, we created our Takeback Promise, where you can return your old cup to us, we'll 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 product of your choice. Just head to the website, fill in your return form and post your cup to our collection centre:

[circularandco.com/takeback](https://circularandco.com/takeback)



**DESIGNED FOR CIRCULARITY™**

Scan to find out how your cup was made from waste!

