

Circular Hydration

Introducing the next generation
of innovative drinkware

**circular[®]
&co.**

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or click a tab
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section!

Products

NEW

Water
Bottles

Travel Mugs

Reusable Cup
Paper Cups

Reusable Cup
Beach Waste

NOW Cup

Brand

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Products

NEW Water Bottles

Travel Mugs

Reusable Cup Paper Cups

Reusable Cup Beach Waste

NOW Cup

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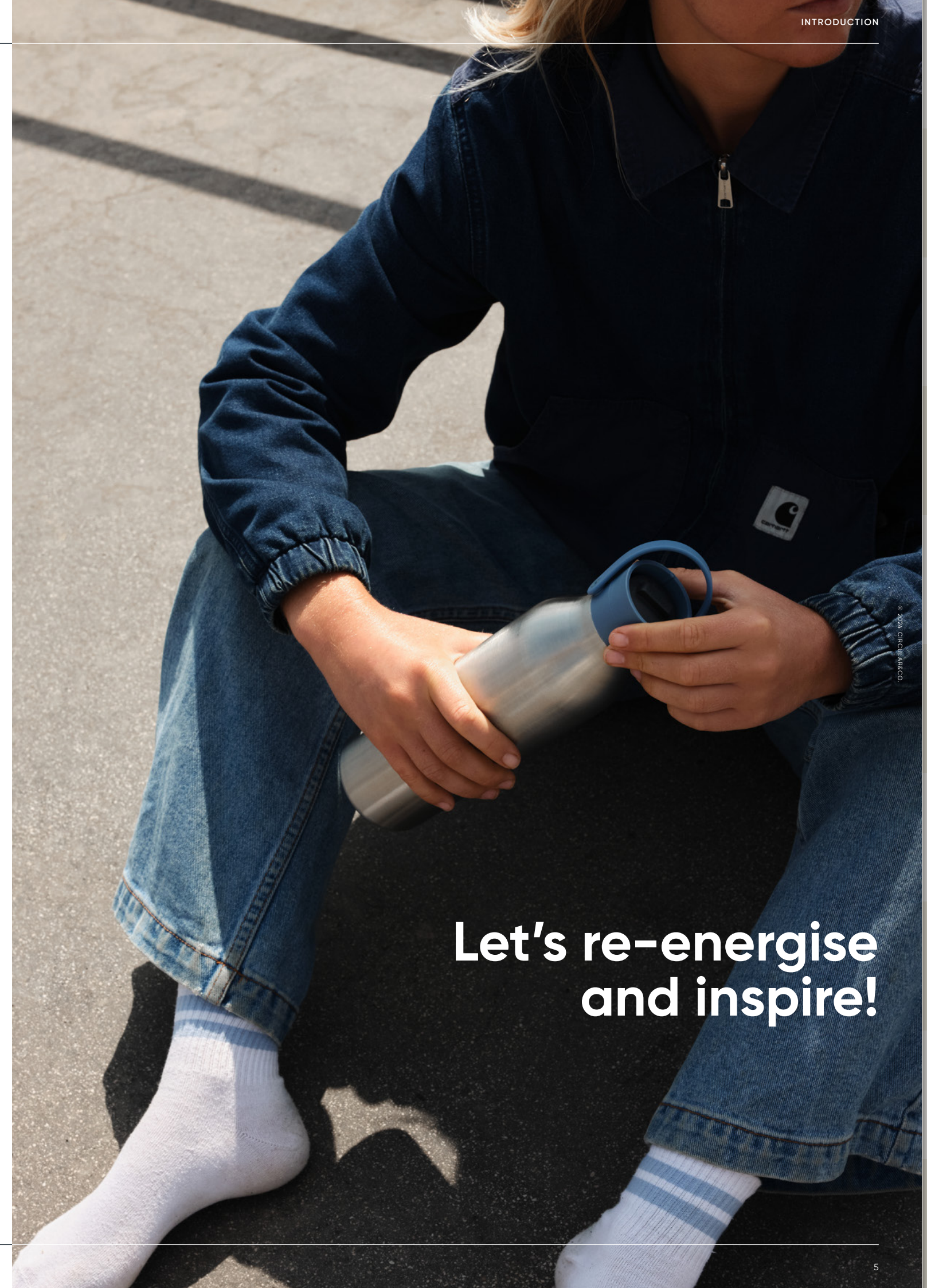
...with innovation built in,
and true sustainability
as standard.



Every item in our range is 100% leakproof and features the market-leading, one-handed opening, swift-click™ lid.

With a carefully curated, trend-led colour palette, impactful imagery and point-of-sale, the Circular drinkware range enables you not to just follow the crowd, but to define the future of sustainable drinkware.

The best, most sustainable reusable is the one you actually use.



Let's re-energise
and inspire!

Products



WATER BOTTLE
RECYCLED STAINLESS STEEL



TRAVEL MUG
RECYCLED STAINLESS STEEL



REUSABLE CUP
RECYCLED PAPER CUPS
RECYCLED BEACH WASTE



NOW CUP
RECYCLED PAPER CUPS



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Circular Water Bottle

MADE FROM / RECYCLED STAINLESS STEEL

Introducing our sustainable, reusable water bottle.

Thanks to our signature **swift-click™** lid, this bottle fits seamlessly into daily life. The simple, single-handed opening means you can grab a drink quickly and hassle-free. One-click drinking makes hydration effortless.

The lid is 100% leakproof for care-free travel, and it's easily lockable for when you need to throw it in your bag. The base is vacuum-insulated and double-walled, keeping drinks cold for 12 hours, hot for 24 hours, and iced for 48 hours. Perfect for life on the go.

The Circular Water Bottle is made using 90% Recycled Stainless Steel, post-consumer 304 Grade. This premium material ensures it is robust, durable, and rust-resistant. 100% BPA and Melamine Free and dishwasher safe.

Backed by our Circular Product Promise, the Circular Water Bottle truly is **Designed for Circularity™**. Made from recycled materials, designed for at least 10 years and 100% recyclable.



swift-click™
Easy one-handed open and close



100% leakproof with one click



trust-lock™
Twist to lock for in your bag



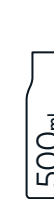
Hot for 12 hours



**Cold for 24 hours
Iced for 48 hours**



Made from 90% recycled stainless steel
Post-consumer 304 grade



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WATCH
THE VIDEO



Easy one-handed
swift-click™ open/close



Ergonomic carry
handle



100% leakproof
with one click



trust-lock™
Twist to lock for
in your bag



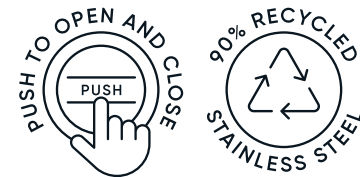
Made from certified
90% post consumer
recycled stainless steel



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



Hot for 12 hours
Cold for 24 hours
Iced for 48 hours





500ml

Base Ø: 68mm
Lid Ø: 50mm
Height: 230mm
Weight: 269g

RRP £26.95



	STORM GREY	UK-EU-SB-500ML-S-GREY
	PEBBLE WHITE	UK-EU-SB-500ML-P-WHITE
	AQUAMARINE GREEN	UK-EU-SB-500ML-A-GREEN
	ROCKPOOL BLUE	UK-EU-SB-500ML-R-BLUE

750ml

Base Ø: 73mm
Lid Ø: 50mm
Height: 230mm
Weight: 353g

RRP £29.95



	STORM GREY	UK-EU-SB-750ML-S-GREY
	PEBBLE WHITE	UK-EU-SB-750ML-P-WHITE
	AQUAMARINE GREEN	UK-EU-SB-750ML-A-GREEN
	ROCKPOOL BLUE	UK-EU-SB-750ML-R-BLUE

1L

Base Ø: 82mm
Lid Ø: 50mm
Height: 300mm
Weight: 408g

RRP £31.95



	STORM GREY	UK-EU-SB-1000ML-S-GREY
	PEBBLE WHITE	UK-EU-SB-1000ML-P-WHITE
	AQUAMARINE GREEN	UK-EU-SB-1000ML-A-GREEN
	ROCKPOOL BLUE	UK-EU-SB-1000ML-R-BLUE

Circular Travel Mug

MADE FROM / RECYCLED STAINLESS STEEL

The award-winning Circular Cup is now made using 90% recycled stainless steel. As with the Circular Reusable Cup, this mug ensures totally spill-free travel, thanks to **trust-lock™**, our innovative 100% leakproof and lockable lid. The Circular Cup delivers the best drinking experience on the go: Sip from any side of the cup with our **drink360™** lid, meaning you can drink from any side like a regular mug. No more searching for a tiny drinking hole!

Circular Cup's unique push lid mechanism minimises spills and offers one-hand opening. Simply click to open and click to close, for hassle-free one-handed use.



swift-click™
Easy one-handed open and close



drink360™
Drink from any side, like a normal mug



100% leakproof with one click



trust-lock™
Twist to lock for in your bag

NEW



Keeps your drink hot for up to 6 hours



Made from 90% recycled stainless steel
Post-consumer 304 grade





Easy one-handed **swift-click™** open/close

100% leakproof with one click

NEW trust-lock™
Twist to lock for in your bag

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

drink360™
Drink from any side, like a normal mug

Made from certified 90% post consumer recycled stainless steel

Keeps your drink hot for up to 6 hours





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Products

Water
Bottles

NEW

Travel Mugs

8oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 128mm
Weight: 231g

RRP £23.95



	STORM GREY	UK-EU-SS-8OZ-S-GREY
	PEBBLE WHITE	UK-EU-SS-8OZ-P-WHITE
	AQUAMARINE GREEN	UK-EU-SS-8OZ-A-GREEN
	ROCKPOOL BLUE	UK-EU-SS-8OZ-R-BLUE

12oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 167mm
Weight: 276g

RRP £24.95



	STORM GREY	UK-EU-SS-12OZ-S-GREY
	PEBBLE WHITE	UK-EU-SS-12OZ-P-WHITE
	AQUAMARINE GREEN	UK-EU-SS-12OZ-A-GREEN
	ROCKPOOL BLUE	UK-EU-SS-12OZ-R-BLUE

16oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 195mm
Weight: 313g

RRP £27.95



	STORM GREY	UK-EU-SS-16OZ-S-GREY
	PEBBLE WHITE	UK-EU-SS-16OZ-P-WHITE
	AQUAMARINE GREEN	UK-EU-SS-16OZ-A-GREEN
	ROCKPOOL BLUE	UK-EU-SS-16OZ-R-BLUE

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Reusable Cup
Paper Cups

Reusable Cup
Beach Waste

NOW Cup

Brand

Impact

Testimonials

Get in touch

Circular Reusable Cup

MADE FROM / RECYCLED PAPER CUPS

The Circular Cup is the world's first reusable cup, made from single-use paper cups. The outer layer of the Circular Cup is made from, on average, 6 single-use paper cups. With our partners across the UK, we collect and shred single-use paper cups and blend them with recycled plastic to create the unique outer layer of our cups.

Our award-winning reusable cup features a 100% leakproof and lockable lid using our **trust-lock™** innovation to ensure spill-free travel. The Circular Cup delivers the best drinking experience on the go. With our **drink360™** lid, you can drink from any side like a regular mug—no more searching for the tiny drink hole!

Circular Cup's unique push lid mechanism minimises spills and offers one-hand opening. Simply click to open and click to close, for hassle-free one-handed use.



swift-click™
Easy one-handed open and close



drink360™
Drink from any side, like a normal mug



100% leakproof with one click



trust-lock™
Twist to lock for in your bag

NEW



Insulated layers keeps your drink hot



The World's first cup
made from recycled paper cups





WATCH
THE VIDEO



Easy one-handed
swift-click™ open/close



100% leakproof
with one click



NEW trust-lock™
Twist to lock
for in your bag



drink360™
Drink from any side,
like a normal mug



The World's first cup
made from recycled
paper cups



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



Insulated layers keeps
your drink hot





© 2024 CIRCULAR&CO.

8oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 133mm
Weight: 178g

RRP £14.95

							
 STORM GREY	UK-EU-CC-8OZ-C-S-GREY			 PACIFIC BLUE	UK-EU-CC-8OZ-C-S-GREY		
 INK BLACK	UK-EU-CC-8OZ-G-I-BLACK			 PEBBLE WHITE	UK-EU-CC-8OZ-G-P-WHITE		
 LOTUS PINK	UK-EU-CC-8OZ-C-L-PINK			 AQUAMARINE GREEN	UK-EU-CC-8OZ-C-A-GREEN		
 SUNDOWN ORANGE	UK-EU-CC-8OZ-G-S-ORANGE			 ROCKPOOL BLUE	UK-EU-CC-8OZ-G-R-BLUE		

12oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 166mm
Weight: 208g

RRP £15.95

							
 STORM GREY	UK-EU-CC-12OZ-C-S-GREY			 PACIFIC BLUE	UK-EU-CC-12OZ-C-S-GREY		
 INK BLACK	UK-EU-CC-12OZ-G-I-BLACK			 PEBBLE WHITE	UK-EU-CC-12OZ-G-P-WHITE		
 LOTUS PINK	UK-EU-CC-12OZ-C-L-PINK			 AQUAMARINE GREEN	UK-EU-CC-12OZ-C-A-GREEN		
 SUNDOWN ORANGE	UK-EU-CC-12OZ-G-S-ORANGE			 ROCKPOOL BLUE	UK-EU-CC-12OZ-G-R-BLUE		

16oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 199mm
Weight: 244g

RRP £19.95

		
 STORM GREY	UK-EU-CC-16OZ-C-S-GREY	
 INK BLACK	UK-EU-CC-16OZ-G-I-BLACK	
 AQUAMARINE GREEN	UK-EU-CC-16OZ-C-A-GREEN	

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Circular Reusable Cup

MADE FROM / RECYCLED BEACH WASTE

The outer sleeve of this cup is made from 50% Beach Waste, recovered from the Cornish coastline, blended to create marble patterns unique to every cup.*

Circular Cup's unique, 100% leakproof, push lid minimises spills and offers one-hand opening. Simply click to open and click to close, for hassle-free one-handed use.

The Circular Cup delivers the best drinking experience on the go. And with our **drink360™** lid, you can drink from any side like a regular mug. No more searching for the tiny drink hole!

Designed for 10 years use, and 100% recyclable at end of life. Keeps your drink hot or cold for 60-90 minutes. BPA & melamine free. Dishwasher safe.

*Please note: Due to the variable nature of the kinds of beach waste in the material mix, and the way in which it is blended, there are variations throughout the Beach Waste Cups. The marble effect is different and unique to each cup sold. Some of the cups are more plain looking and have fewer marble markings.



swift-click™
Easy one-handed open and close



drink360™
Drink from any side, like a normal mug



100% leakproof with one click



Made from recycled beach waste



Insulated layers keeps your drink hot





12oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 166mm
Weight: XXXg



RRP £17.95

BEACH WASTE C&C-12OZ-BW



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NOW Cup

MADE FROM / RECYCLED PAPER CUPS

The time is NOW!

The Circular NOW cup is our most-affordable reusable cup. Perfect for on the go, and those mornings when you just can't wait for your coffee.

A familiar cup design with a traditional looking, but secure, snap fit lid. Made using recycled single-use paper cups, designed to last at least 5 years and fully recyclable at end of life, this more cost-effective cup doesn't compromise on planet-saving credentials.

The insulated layers mean there is no need for a wasteful silicone sleeve and your drink will be kept warm. The materials are BPA & melamine free and dishwasher safe for easy cleaning and 'mind-at-ease' sipping.



Insulated layers keeps your drink warm



Made from recycled paper cups



Traditional snap fit lid



Fully recyclable at end of life



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



Insulated layers keep your hand protected and your drink warm



Traditional snap fit lid



Made from recycled paper cups



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Products

Water Bottles

NEW

Travel Mugs

Reusable Cup
Paper Cups

Reusable Cup
Beach Waste

NOW Cup

12oz

Base Ø: 64mm
Lid Ø: 88mm
Height: 150mm
Weight: 208g

RRP £995



- STORM GREY
- PACIFIC BLUE
- LOTUS PINK



- UK-EU-NOW-12OZ-C-S-GREY
- UK-EU-NOW-12OZ-G-P-BLUE
- UK-EU-NOW-12OZ-C-L-PINK
- PEBBLE WHITE
- ROCKPOOL BLUE
- UK-EU-NOW-12OZ-G-P-WHITE
- UK-EU-NOW-12OZ-C-R-BLUE

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Brand

Impact

Testimonials

Get in touch

Who we are

We believe that the Circular Design can save the world.

the future is circular.

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™

Our Mission:

To produce and promote circular products, building a sustainable future for every living species on our planet.



Develop through innovation the very best functional products.

A product not in use is just wasted resources. Products that are ultimately fit for purpose are cherished, loved and used for a long time. This gives the material the longest use. Our products are designed for realistic daily life, serving your experience at every stage. They have to work, and work really well, to be justified.

Ensure our products are game changingly good for the environment.

We firmly believe a company's true environmental impact and legacy is through the products they put into the world. Every design process we embark on is built, from the bottom up, on the principles of Circular Design. By definition this means our products have as positive an impact as possible on the natural world.

Tell the world and share the knowledge.

We believe it's our job to help, guide, push, pull, shout, scream and hopefully inspire industry and consumers towards a Circular, endless world. Circular Design is a design process that any industry can follow. It is not ours, we don't own it, but we are determined to shout about it from the rooftops. We've spent much of our time over the decades talking to as wide a range of people as possible, from school children to major global brands and governments about the principles and the impact of Circularity.



Circular since 2003

Founded in a garden shed in 2003 by ex Dyson designer and product inventor Dan Dicker.

After a successful career in landlocked Wiltshire, Dan followed his desire to move to the coast and live just a short walk from the sea.

Dan had become disheartened with how the industry wasn't utilising waste materials and spotted an opportunity to do things differently. Circularity wasn't an established concept then, but Dan was about to tap into an ethos now regarded as a solution to our planet's waste.

The plan was to extend the life of waste materials and use them to create products that last as long as possible. At the end of their lives, these products are recyclable so that the cycle can continue.

Today Circular advises, develops and delivers product solutions for leading brands worldwide, reinventing today's waste for tomorrow's products.

We are actively working with organisations, from large multinationals to local cafés to build circularity into their business models. We have helped global corporations take practical, impactful steps in their daily operations to help achieve their sustainable goals.

Our Impact

3.3 million

We have sold over 3.3 million Circular Cups since 2018.

19.8 million

It takes 6 single-use paper cups to make one Circular Cup. This means we have used 19.8 million single-use paper cups directly in production.

103,000 tons

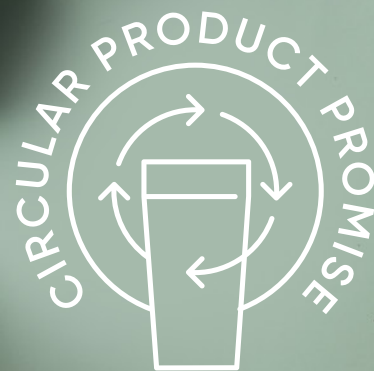
If each Circular Cup is used once a week for its 10-year lifespan, we have saved 103,000 tons of Carbon Emissions from entering the atmosphere.

1.8 billion

If each Circular Cup is used once a week for its 10-year lifespan, we have saved 1.8 billion single-use paper cups from entering the system.

32 countries

We've helped bring Circular Design to 32 different countries, including; The Netherlands, Belgium, Germany, France, Poland, Switzerland, Greece, Spain, Sweden, Norway, Italy, Ireland, USA, Canada, Japan, Dubai, Australia and New Zealand.



The Circular Product Promise

Products for life.

In a Circular Economy, valuable materials are captured, recycled, and reused repeatedly. Products are repaired before they are replaced and designed to be loved and used for a long time. To ensure this cycle takes place, we created our Circular Product Promise.

This is our promise to our customers that we take responsibility for the legacy of our products. The Circular Product Promise has 4 pillars:

1.

2-year guarantee

We guarantee against manufacturing defects for two years from the date of purchase. Our products are designed and rigorously tested to last 10 years minimum.

2.

Free seals for life

The silicone seals on our leakproof lids are designed to be easily replaced, ensuring the leakproof nature of our cups for their 10 year lifespan. We offer these seals for free, for life.

3.

Replacement parts

A circular economy values repair as an essential and heroic act, as repairing reduces our reliance on resources. We offer replacement parts for every single component of our cups and bottles.

4.

The Takeback Scheme

Open to everyone who owns a Circular Product: 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 40% discount code for a brand new circular product of your choice.



Testimonials

Multi award-winning Circular Reusable Cups

"We named the Circular&Co reusable coffee cup our best buy before, and we're doing it again. Even after testing many different mugs, it's still our favourite."

Indy/Best Best Buy
Best Overall Reusable Coffee Cup
4 years running - 2021, 2022, 2023 & 2024



“

Best travel mug I've owned by a mile!!

I bought the 16oz stainless steel travel mug and it's bloody fantastic. It's Simple, with an easy to use sealable top which is lockable!! And it's 100% leak proof. It fits all the cup holders I've tried it in and it looks the 🐶🍒 highly recommended 🍷

★★★★★

WelshWookiee

"Circular cups are better than any other I've tried. All other brands that I've tried either fall apart, or are impossible to clean properly. Circular cups are reliable and robust."

★★★★★

Neil Cleland

"Great product. Fantastic customer service with information I needed before purchase. Fast delivery. Love my cup - It follows me everywhere :)"

★★★★★

Angie Hart

"Brilliant travel cups, keep coffee hot, drink from any point on the rim and no spill lid. Totally recommended."

★★★★★

Andree Carter

"I absolutely love the cup. It's leakproof and the 360 drinking really helps when driving or walking the dog. Super easy to use with one finger from the hand that's holding the cup - genius."

★★★★★

Esther Jellema

"Great product, the lid is very solid and watertight. Transporting it in a bag is no problem, so can highly recommend it."

★★★★★

Jerome Greutmann

"They are very well designed. I love the clickable lid and the 360 drinking access. Very happy and would recommend."

★★★★★

Ann Cook

★★★★★

Rated 4.8/5 | 643 Reviews*

*Correct as of September 2024.

★ Trustpilot

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Get in touch

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TO END WASTE.**



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