



*Feel Good
Do Good*

KEEPCUP.COM

Product Catalogue 2017



KeepCup

Working in the café industry in Australia, siblings, Abigail Forsyth and Jamie Forsyth witnessed first hand the environmental and financial cost of the disposable cups. Not able to find a suitable reusable for espresso based coffee, they decided to make their own.

In 2009 KeepCup kick started behavioral change in Melbourne that spread across the world. People purchase KeepCups because they love the way they look and feel, and continue doing so because they form a positive habit. For many, it has been the beginning of a journey to reduce the consequences of convenience behavior.

Our mission is to encourage the use of reusable cups. We do this with great products, but also by delivering a positive global campaign that strives to make a difference to how people think about convenience culture.

KeepCup has offices and warehouses in London, UK and US, 45 distribution partners and are sold in 65 countries around the world. KeepCup has won awards for its commitment to sustainability and product design.

Believe in better. Salute the Reuser!





REUSABLE NOT DISPOSABLE COFFEE CUP

Half of the plastic used in the world today is for single use disposable items.

Disposable cups promote a throwaway culture of one-time use, reduce beats recycle.

Compostable and biodegradable paper cups cannot be put into household compost, they are lined with polyethylene, contaminating the waste stream.

KeepCup is designed for baristas, replicating disposable cup volumes, they fit under the group heads of your coffee machine, and have a hard press on lid.

Every KeepCup Brew used more than 15 times saves energy and resources, as well as waste.

There is the same amount of plastic in 20 disposable cups as one small KeepCup.

Minutes in your hand, up to 50 years in land fill.
Use KeepCup for three years plus, then recycle or replace components.

In three years using disposable cups will produce 2.7 kg of plastic, a KeepCup uses 86 grams.

Made from single material components every KeepCup can be recycled at end of life.

Over a year using a Keepcup reduces greenhouse gas emissions by up to 92%, compared to disposable cups.

Reuse HQ

We are becoming increasingly aware of the negative impacts of disposable packaging. It is estimated that around the world, over one million disposable cups are relegated to landfill every minute.

Reuse HQ asks you to pledge your reuse and aggregates your impact by time and volume.

Go to Reuse HQ to pledge and measure the impact of reuse.hq.keepcup.com

REUSE HQ

Track your usage.
Contribute to a global movement.

How to use your KeepCup

Wash your KeepCup

Keep it clean

Happy barista = better coffee

Hand over the cup

Keep your lid

Enjoy your coffee on the go

Give it a quick rinse

Remember it

Keep in your bag, car or desk

Reuse or refrain.



THE **ORIGINAL**
REUSABLE COFFEE CUP



WATERMELON

Available in:



Hard lid for ease of use and drinking pleasure.

Lightweight and unbreakable.

Dishwasher safe.

Replaceable components, recyclable at end of life.

Plug covers mouthpiece when not in use.

Splashproof lid.

Non toxic. BPA/BPS free.

Replicates internal volumes of disposable cups.



TEA ROSE



CUSTARD APPLE



CUCUMBER



LEMON



APRICOT



BLOSSOM



ASH



CARDAMOM



BLUEBERRY

Available in:



Hard lid for ease of use and drinking pleasure.

Lightweight and unbreakable.

Dishwasher safe.

Replaceable components, recyclable at end of life.

Plug covers mouthpiece when not in use.

Splashproof lid.

Non toxic. BPA/BPS free.

Replicates internal volumes of disposable cups.



PEAR 4oz



GRAPEFRUIT 4oz



VANILLA 4oz



CHERRY 4oz



MOLASSES 4oz



PEAR 6oz



GRAPEFRUIT 6oz



VANILLA 6oz



CHERRY 6oz



MOLASSES 6oz



KEEPCUP.COM



EVERY KEEPCUP ORIGINAL USED MORE THAN 15 TIMES SAVES ENERGY AND RESOURCES, AS WELL AS WASTE.

It's a Kind of Magic

Comparing energy in manufacture and use (including washing), KeepCups breakeven with disposable cups at 15 uses.¹

Hocking M (1994) "Reusable and Disposable cups: An energy evaluation" *Breakeven is calculated in reference to the life cycle of each product

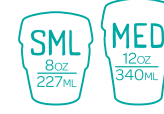
BREW

GLASS COFFEE CUP



LAVENDER

Available in:



Hard lid for ease of use and drinking pleasure.

Dishwasher safe.

Replaceable components, recyclable at end of life.

Plug covers mouthpiece when not in use.

Splashproof lid.

Non toxic. BPA/BPS free.

Replicates internal volumes of disposable cups.

Lid is individually hand fitted to blown glass.

Durable fully tempered soda lime glass.



HIBISCUS



FENNEL



MALT



PINEAPPLE



CABERNET



LIME



HONEY



FIG



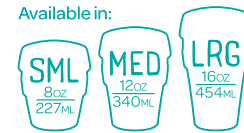
COCOA

KEEPCUP
CORK
EDITION
BREW



SAFFRON

Available in:



Hard lid for ease of use and drinking pleasure.

Dishwasher safe.

Replaceable components, recyclable at end of life.

Plug covers mouthpiece when not in use.

Splashproof lid.

Non toxic. BPA/BPS free.

Replicates internal volumes of disposable cups.

Lid is individually hand fitted to blown glass.

Durable fully tempered soda lime glass.

Sustainable sourced thermal cork band.



CINNAMON



SUMAC



ROCK SALT



THYME



FILTER



FIKA



ESPRESSO



PRESS



ALMOND

TWIN WALL
**LONG
 PLAY**
 HOLD AND SAVOUR



FENNEL

Available in:



Hard lid for ease of use and drinking pleasure.

Twin wall

Replaceable components, recyclable at end of life.

Plug covers mouthpiece when not in use.

Splashproof lid.

Non toxic. BPA/BPS free.

Replicates internal volumes of disposable cups.

Lid is individually hand fitted to blown glass.

Durable fully tempered soda lime glass.

Removable tritan booster provides thermal insulation.



HONEY



CABERNET



LAVENDER



COCOA



MILK



CINO



BLACK



CHAI



ROAST

KeepCup x AFL

Australian Football League KeepCups are the best way to support your team allegiance. Appreciate a great coffee – out and about or at the game in this KeepCup.



For the environment,
every day is game day



Available in:

SML 8oz 227ML	MED 12oz 340ML	LRG 16oz 454ML
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ADELAIDE CROWS



BRISBANE LIONS



CARLTON BLUES



RICHMOND TIGERS



GEELONG CATS



WEST COAST EAGLES



SYDNEY SWANS



PORT ADELAIDE



COLLINGWOOD CROWS



GOLD COAST SUNS



FREMANTLE DOCKERS



MELBOURNE DEMONS



WESTERN BULLDOGS



HAWTHORN HAWKS



NORTH MELBOURNE



ST KILDA

KeepCup x Sea Shepherd

KeepCups support the mission to end the destruction of habitat and slaughter of wildlife in the world's oceans.

We donate 15% of all Sea Shepherd KeepCup sales to Sea Shepherd Australia.



SEA SHEPHERD
8oz Original



SEA SHEPHERD
12oz Original



SEA SHEPHERD
8oz Brew



SEA SHEPHERD
12oz Brew



SEA SHEPHERD
12oz Brew Cork



KEEPCUP.COM

**MOST DISPOSABLE CUPS
ARE LINED WITH POLYETHYLENE,
SO IT'S LIKE DRINKING OUT OF A PLASTIC BAG**



IT STARTED IN A MELBOURNE CAFÉ
IN 2008 WITH A SIMPLE IDEA, KEEP IT AND USE IT AGAIN.
TODAY KEEP CUP IS EMBRACED ALL OVER THE WORLD.
EVERY DAY KEEP CUP USERS DIVERT MILLIONS
OF DISPOSABLE CUPS FROM THE WASTE STREAM, AND
THROUGH THEIR ACTIONS, INSPIRE OTHERS TO DO THE SAME.
MANY OF THE TEAM AT KEEP CUP ARE STAR WARS FANS,
AND SO THE BATTLE BETWEEN THE DARK AND THE LIGHT,
CONVENIENCE AND CARE, SEEMED A FITTING WAY TO CELEBRATE
GREAT DESIGN AND CONTINUE TO ENCOURAGE REUSE.

THE BEST REUSABLE IS THE ONE YOU USE,
SO WE MADE SURE OUR STAR WARS KEEP CUPS ARE
PLEASING TO THE EYE, BUT ALSO PRACTICAL.
STAR WARS KEEP CUPS ARE DESIGNED FOR EVERYDAY,
SO THEY ARE SUBTLE, BUT IDENTIFIABLE.

**TO ALL THOSE IN THE GALAXY
WHO KNOW THE WAYS OF THE FORCE.**

**STAR
WARS**™



DARTH VADER
12oz Original



STORMTROOPER
12oz Original



BB-8
8oz Original



R2D2
8oz Original



STORMTROOPER
12oz Brew



DARTH VADER LP
12oz Longplay



CHEWBACCA
16oz Original



REY
12oz Brew

Australia		RRP				
		XS 4oz	SiX 6oz	Small 8oz	Medium 12oz	Large 16oz
	Original	\$11.00	\$12.00	\$14.00	\$16.00	\$18.00
	Brew			\$24.00	\$26.00	
	Brew Cork			\$30.00	\$32.00	\$34.00
	Longplay				\$34.00	\$36.00
	AFL			\$16.00	\$18.50	\$20.50

Sea Shepherd	Original			\$19.00	\$21.00	\$25.00
	Brew			\$29.00	\$31.00	
	Brew Cork				\$37.00	

Star Wars	BB-8 Original			\$27.00		
	R2D2 Original			\$27.00		
	Darth vader Original				\$28.00	
	Darth Vader Longplay				\$44.00	
	Stormtrooper Original				\$28.00	
	Stormtrooper Brew				\$36.00	
	Rey Brew				\$36.00	
	Chewbacca					\$29.00

New Zealand		RRP				
		XS 4oz	SiX 6oz	Small 8oz	Medium 12oz	Large 16oz
	Original	\$12.00	\$13.00	\$16.00	\$18.00	\$21.00
	Brew			\$25.00	\$27.00	
	Brew Cork			\$32.00	\$34.00	\$36.00
	Longplay				\$36.00	\$38.00
	AFL			\$19.00	\$21.00	\$25.00

Sea Shepherd	Original			\$19.00	\$21.00	\$25.00
	Brew			\$29.00	\$31.00	

Star Wars	BB-8 Original			\$27.00		
	R2D2 Original			\$27.00		
	Darth vader Original				\$28.00	
	Darth Vader Longplay				\$44.00	
	Stormtrooper Original				\$28.00	
	Stormtrooper Brew				\$36.00	
	Rey Brew				\$36.00	
	Chewbacca					\$29.00

All pricing inclusive of GST

		RRP				
United Kingdom		XS 4oz	SiX 6oz	Small 8oz	Medium 12oz	Large 16oz
	Original	£7.00	£7.80	£9.00	£10.00	£11.00
	Brew			£13.00	£14.00	
	Brew Cork			£16.00	£17.50	£18.00
	Longplay				£19.00	£20.00
	AFL			£10.50	£11.50	£12.50
Sea Shepherd	Original			£10.50	£11.50	£12.50
	Brew			£14.00	£15.00	
Star Wars	BB-8 Original			£14.00		
	R2D2 Original			£14.00		
	Darth vader Original				£14.50	
	Darth Vader Longplay				£25.00	
	Stormtrooper Original				£14.50	
	Stormtrooper Brew				£18.50	
	Rey Brew				£18.50	
	Chewbacca					£15.00

All pricing inclusive of VAT

		RRP				
Europe		XS 4oz	SiX 6oz	Small 8oz	Medium 12oz	Large 16oz
	Original	€9.50	€9.90	€11.40	€12.40	€13.40
	Brew			€16.50	€18.00	
	Brew Cork			€21.00	€22.50	€24.00
	Longplay				€25.50	€27.00
	AFL			€13.50	€14.50	€15.50
Sea Shepherd	Original			€13.50	€14.50	€15.50
	Brew			€18.50	€20.50	
Star Wars	BB-8 Original			€18.00		
	R2D2 Original			€18.00		
	Darth vader Original				€19.00	
	Darth Vader Longplay				€29.00	
	Stormtrooper Original				€19.00	
	Stormtrooper Brew				€25.00	
	Rey Brew				€25.00	
	Chewbacca					€19.50

All pricing inclusive of VAT

USD	MSRP				
	XS 4oz	SiX 6oz	Small 8oz	Medium 12oz	Large 16oz
Original	\$9.00	\$10.00	\$13.00	\$15.00	\$17.00
Brew			\$18.00	\$20.00	
Brew Cork			\$24.00	\$26.00	\$28.00
Longplay				\$34.00	\$36.00
AFL			\$15.00	\$17.00	\$21.00

Sea Shepherd	Original		\$15.00	\$17.00	\$21.00
	Brew		\$22.00	\$24.00	

Star Wars	BB-8 Original		\$20.00		
	R2D2 Original		\$20.00		
	Darth vader Original			\$21.00	
	Darth Vader Longplay			\$36.00	
	Stormtrooper Original			\$28.00	
	Stormtrooper Brew			\$28.00	
	Rey Brew			\$28.00	
	Chewbacca				\$22.00

All pricing exclusive of sales tax

KeepCup Original

Component	Material	Origin	Environment
Lid	Polypropylene alloy #7	Australia	Recyclable
Plug	LDPE #4	Australia	Recyclable
Cup	Polypropylene #5	Australia	Recyclable
Band	Silicone #7	China	Commercial recycling
Retail box	Cardboard	Australia	FSC material biodegradable
Insert brochure	80gsm Cyclus Offseet 100% Recycled	Australia	FSC material biodegradable

KeepCup Brew and Brew Cork

Component	Material	Origin	Environment
Lid	Polypropylene alloy #7	Australia	Recyclable
Plug	LDPE #4	Australia	Recyclable
Cup	Tempered soda lime glass	Australia	Recyclable
Band	Silicone #7	China	Commercial recycling
	Repurposed cork	Portugal	Compostable
Retail box	Cardboard	Australia	FSC material biodegradable
Insert brochure	80gsm Cyclus Offseet 100% Recycled	Australia	FSC material biodegradable

KeepCup Longplay

Component	Material	Origin	Environment
Lid	Polypropylene alloy #7	Australia	Recyclable
Plug	LDPE #4	Australia	Recyclable
Cup	Polypropylene #5	Australia	Recyclable
Booster	Tritan	Australia	Commercial recycling
Band	Silicone #7	China	Commercial recycling
Retail box	Cardboard	Australia	FSC material biodegradable
Insert brochure	80gsm Cyclus Offseet 100% Recycled	Australia	FSC material biodegradable



Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.

Margaret Mead