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### **Tri-Cup, the ripple cup making big waves with caterers**

Tri-Star Packaging has introduced an exclusive new range of sustainable cups that offer caterers unbeatable branding potential and strong environmental street cred – the cups are recyclable via one of four recycling schemes now operating in the UK.

Tri-Cup was recently launched to the UK's burgeoning hot drinks market as an added-value product with outstanding differentiation. Not only can the Tri-Cup take bespoke print to maximise the uniqueness, colour and impact of an operator's brand, but the cup is made with materials that are both environmentally sourced and traceable back to the sustainable plantation of origin. Many of those plantations, furthermore, are managed by the guiding principal that for every tree cut down, three more are planted to take its place.

Made from board sourced from forests with PEFC (Programme for the Endorsement of Forest Certification) Chain of Custody certification, the double-wall cup has been specifically developed by Tri-Star Packaging with the highest environmental standards in mind. Further differentiation from other ripple cups is ensured by the Tri-Cup's ability to take high-quality print, adding amazing wow-factor to a market increasingly cluttered with bland, standardised paper cups that in some cases are barely fit for purpose.

Kevin Curran, Managing Director of Tri-Star, said: "The market today is swamped by cups that have no standout or branding opportunities and therefore provide no added value in a highly competitive market. In this sea of mediocrity, the Tri-Cup stands proud: not only is it made from sustainably sourced materials, but it is really robust – no double cupping with this little beauty. "Speaking of beauty, the Tri-Cup is an absolute delight both aesthetically and in terms of the benefits it offers food-to-go businesses. Its branding potential promises colourful, fun-loving high

impact that will give caterers almost limitless branding opportunities. The Tri-Cup therefore enables caterers and retail operators of all sizes to compete more effectively on the high street. Consumers meanwhile will love these cups, helping to boost levels of loyalty and repeat purchases.”

The cups are manufactured by Huhtamaki, global specialists in packaging for food and drink, with a foodservice business that operates across Europe, Asia and Oceania. All of Huhtamaki hot and cold vending cups can be recycled. The Tri-Cup is no exception.

The Tri-Cup is easy to recycle, maximising convenience for the consumer. It can be done either via a general waste contractor or specialist paper cup recycling schemes. As members of the Paper Cup Recovery and Recycling Group (PCRRG) and Alliance for Beverage Cartons and the Environment (ACE UK) Tri-Star and Huhtamaki are pioneering ways of improving recycling. The ease of recyclability of the Tri-Cup marks a major step forward for recycling and is set to accelerate the rates of recycling across the UK.

Michael Marchand, National Sales Manager, Huhtamaki UK, said: “We have partnered with Tri-Star to create exceptional added value. They took a generic double-wall cup and ‘Tri-Starred’ it using their exceptional market knowledge to add value in a flooded market that nevertheless continues to grow. With this continuing growth comes the absolute need for innovative, attractive and practical packaging. Tri-Star delivers all three with the Tri-Cup.”

This growing market has seen coffee culture become a mass movement, thanks to increasing numbers of fast-living millennials choosing to grab and go with their food and drink. As the market grows, the coffee consumer is becoming not only more discerning, but more demanding on the form and function of their packaging, just like other growing food markets such as gourmet takeaway services.

Tri-Star Packaging developed the highest quality print capability in-line with all food safety regulations. The PEFC stamp of approval, meanwhile, comes from the world's largest forest-certification system for ensuring well managed forests and traceability. The system safeguards the environmental, social and economic benefits of forests and ensures their sustainable management.

Ends



Tri-Cup in three different sizes

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**Notes to Editors:**

**About Tri-Star Packaging:**

Tri-Star Packaging is the UK's leading supplier of packaging and disposables to the food and drink market. Renowned for innovation and outstanding customer service, Tri-Star offers a huge range of cutting-edge, award-winning packaging and products for the food-to-go, coffee bar, retail, catering and bakery sectors.