



W. K. Thomas

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pokito - the pop-up cup that stands proud in a crowd

New for grab-and-go hot and cold drinks is a pop-up cup that collapses in the palm of your hand with a deft flick of the wrist – now you see it; now you don't.

pokito is a robust, British designed and manufactured reusable cup that can be collapsed before and after use and slipped into your pocket, handbag or briefcase. The cup which is exclusive to WK Thomas in the travel sector twins flexibility with portability for busy consumers on the move at airports, train stations and ferry terminals.

pokito is ground-breaking in its versatility: the cup weighs only 110g, stands at 15cm when fully open and holds a 'grande' 475ml. This is just one of four sizes for this small, smart, reusable cup: users can collapse the pokito half way to a 'medio' 350ml or to 230ml for an after-lunch espresso. When closed, it squashes down to 4.5cm, ready for sliding into a pocket or bag.

A water-tight screw-top lid with spill-proof clip seals in liquid to ensure no dripping when sipping and no leakage in the hand or bag, even on bumpy rides to work. The FDA-approved food grade materials with splayed base ensures the pokito is super safe and won't topple over, can be washed easily by hand or in the dishwasher, and is both taste-free and odourless, so it won't affect the flavour of your brew.

The award winning pokito scooped a Gold Award at the Innovation Challenge Awards held at lunch! 2018. WK Thomas Managing Director, Kevin Curran said: "pokito is so practical because of its portability and water-tight durability: not only is the ergonomic cup comfortable to hold, it is compact and lightweight, robust and totally leak-proof, allowing consumers to

drink on-the-go, even onboard, without spilling a drop and then pack it in their rucksack or bag without fear. ”

pokito cups are also highly sustainable and kind to the planet. Produced in ISO 9001-certified British factories, the material's super durability means the cup's footprint becomes environmentally-sustainable after 15 uses. But it has been tested to last for a minimum of 1,500 uses. Also, as you can use your pokito again and again and again, it means fewer single-use disposable paper cups end up in landfill.

pokito is comfy in the hand and a grooved, non-slip, fully-incorporated insulation band offers an easy grip that is never too hot to touch – so no fiddly sleeves or wasteful double-cupping. With plenty of instant wow-factor pokito comes in six colour variations – lime, cherry, blueberry, raspberry, blackberry and pumpkin – enabling consumers to personalise their own.

Retailers and onboard caterers meanwhile can benefit from branding potential and busy baristas also enjoy using pokito: internal volume etchings at 475ml and 230ml give an accurate 'fill level guide' for easy serving. The cups are attractively packaged so consumers can purchase their pokito as they travel – maximising convenience for both retailers and customer. There is a selection of merchandising tools to suite your needs whether it's for cramped countertops, busy trolley services, or wall-mounted to save space.

Des Thurgood, Sales Director adds: “Before putting our faith in pokito, we ensured the product was thoroughly tested by several independent agencies on its durability, water tightness and ease of cleaning. It has lived up to all our expectations on how it can benefit consumers, terminal and onboard catering staff. Sales to date have been excellent as consumers benefit from a product that combines the best in functional sustainability with style and elegance. We believe this is the most convenient, flexible and game-changing solution to date for the travel sector. Being British made is also a huge plus.”

Ends



Versatile and flexible, pokito comes in a wide range of colour options



Portability, water-tight durability, ergonomic design – the compact and lightweight pokito is perfect for travellers

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Notes to Editors:

WK Thomas is one of the UK's leading packaging companies and supplies some of the biggest brands in catering, restaurants and travel. The family business launched in 1930 has grown into a multimillion-pound turnover powerhouse from its 7,000-pallet base in Chessington, Surrey, by remaining true to its core values of honesty, reliability and service excellence. It now forms part of the Bunzl Group and handles the purchasing, consolidation and distribution of a broad range of goods, from single-use paper, plastic and aluminium foil, to textiles and light equipment.