

Lock-down design that eliminates the need for a straw



Paper cups are a great way to showcase your brand and logo



Intermountain Healthcare Establishes Their Commitment to the Environment and Reduces Waste by Moving to an Innovative Strawless Lid Offering

Graphic Packaging's strawless lid solution provides another way to reduce the amount of plastic being used by consumers. Intermountain Healthcare was using 4.9 million straws per year and was able to reduce usage by 2 million with the new strawless lid at all of their 39 locations. "It's a good feeling to know we're greatly reducing plastic usage and helping Utah's environment," said Robin Aufdenkampe, Intermountain Food and Nutrition Director.

INNOVATION HIGHLIGHT: SUSTAINABILITY | ELEVATED EXPERIENCE



Solution

- **Lock-down strawless lid design** offers splash resistance and liquid flow resembling that of a soda can.
- Prior to consumption, the **lock-down feature reduces splashes** while the cup is in motion when being carried or in a car cup holder.
- While drinking, the **strawless lid inhibits ice from blocking the sipper hole**.
- The strawless lid fits Graphic Packaging's standard paper cold cups which are made with fiber from renewable resources - trees.



Impact

- Supports Intermountain Healthcare's commitment to waste reduction.
- **Convenient strawless lid design** for busy consumers.
- **Reducing the amount of plastic used** compared to the traditional lid and straw combination.