

Insulated cup utilizing both virgin and recycled fiber



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



Royal House Coffee Moves to a More Sustainable Hot Cup Solution to Elevate Their Commitment to the Environment

Graphic Packaging's Hold&Go™ post-consumer recycled fiber (PCF) insulated paper hot cups use Thermashield™ technology to provide a versatile solution for on-the-go beverages. This premium paper hot cup is available with a minimum of 40 percent PCF. "Moving away from foam and into fiber, this cup provided a more sustainable solution with the same if not better performance. Also, the graphics enhance our premium coffee program," said Vikram Mehta, Royal House, Inc. president.

INNOVATION HIGHLIGHT: SUSTAINABILITY | ELEVATED EXPERIENCE



Solution

- Manufactured with an **outer wrap made of 100% recycled fiber**, the perfect option to help promote environmental commitments.
- Insulating **air gaps create an additional layer** of heat protection.
- Fiber used meets Sustainable Forestry Initiative® (SFI®) certified sourcing standards, ensuring that fiber used comes from responsible, renewable sources.
- Compared to foam, 25%-60% fewer trucks are required to ship product which results in both a **reduced cost to ship and less carbon introduced into the environment from truck emissions.***



Impact

- Supports Royal House's commitment to sustainable foodservice solutions.
- **Enhanced printing surface for customization**, keep your brand in the spotlight.
- **Storage efficiency** - 25% less storage space is needed when using paper products versus foam products.

*Source: Technomic