

Working towards a better environment



# 'RECYCLATE'

Newsletter  
June 2010

The  
**CHAIRMAN**  
writes

It hardly seems possible, but we're almost half-way through the year already.

2010 has continued to be an exciting time for **Save a Cup**, the feedback we have received from the Vending Industry is that we are now delivering a clear, consistent and coherent message.

At Vendex 2010 – the UK's favourite one-day vending exhibition - which took place on 11 May, the simple, honest, no-nonsense trade show gave us the the opportunity to display our new marketing message. The feedback we received from the vendors was very positive.

Our new website has now had further upgrades and covers the full range of our recycling services. It reflects our ongoing working partnerships with the trade and that we are continuing to listen and respond to the needs of both the trade and its customers.

David Hoskin

## Who are we?

## What we do

## Why use us?

## Credibility

As we consume our natural resources at an unsustainable rate the need for recycling is essential. **Save a Cup** offers an efficient and cost effective way for businesses to recycle their plastic vending cups.

Below is a detailed summary of what Save a Cup does and how the company can help you build your environmental credentials and fulfil your Corporate Social Responsibility.

Who are we?	What we do	Why use us?	Credibility
<ul style="list-style-type: none"><li>• We collect and recycle</li><li>• We are a not for profit company</li><li>• We are owned by AVA and the Vending Industry</li></ul>	<ul style="list-style-type: none"><li>• We collect and recycle</li><li>• Plastic vending &amp; water cups (Polystyrene &amp; Polypropylene)</li><li>• Paper cups</li><li>• Cans</li><li>• Bottles</li><li>• Pods &amp; sachets</li></ul>	<ul style="list-style-type: none"><li>• To build your Environmental Credentials</li><li>• To fulfil CSR ambitions</li><li>• To meet ISO 14001 goals</li><li>• To reduce carbon footprint</li></ul>	<ul style="list-style-type: none"><li>• 20 year track record</li><li>• Product range of recycled items</li><li>• Lawful licensed waste carrier</li><li>• Referrals everywhere</li><li>• Full audit trail</li></ul>

**Save a Cup** was established by the vending, foodservice and plastics industries as a not for profit company. It was set up to collect and recycle used polystyrene (plastic) vending cups.

Today, the service has been extended and now includes cans, pods, plastic and paper cups.

**Save a Cup** is a Licensed Waste Carrier which offers full UK coverage and should you wish to get a better understanding of how the company can help you, please do not hesitate to contact Customer Service Manager Aileen Grant on 01494 898 908 (direct line) or by e-mail: [aileen@save-a-cup.co.uk](mailto:aileen@save-a-cup.co.uk).

# Count on us – Can Recycling

**Every Can Counts** is a recycling programme which aims to increase recycling of the drinks cans that are consumed outside the home.

The programme has been designed with flexibility in mind: far from offering a 'one size fits all' solution it recognises that different types of organisation face different challenges in making recycling successful; for example, the communications resources can be adapted to include company logos and specific information.

In its first year **Every Can Counts** has been introduced by over 150 organisations including High Street retailers and business locations.

Service provider **Save a Cup** has been working with **Every Can Counts** from the scheme's launch in October 2008. **Save a Cup** Chairman David Hoskin says: "**Every Can Counts** has helped us add value to our collection service. Our customers, and their staff, want to recycle a wider range of materials and drinks cans are easy to include in a workplace recycling scheme."

The aim of **Every Can Counts** is to tap into the cans used outside the home and create a step change in recovery and recycling of these valuable metals.

**It is easy to join the can recycling scheme ... simply complete the registration form available through **Save a Cup's** website [www.save-a-cup.co.uk](http://www.save-a-cup.co.uk)**



## Save a Cup at Vendex

This year's Southern **Vendex** exhibition took place at an exciting new venue, The Rose Suite at Twickenham Rugby Stadium. The atmosphere was buzzing,

whilst at the same time promoting a friendly and welcoming environment.



**Save a Cup** was exhibiting its full range of recycled products together with a detailed explanation of the services it offers to the vending industry.

**Vendex** was a great opportunity for the company to show the industry that it has now extended the range of products collected to all waste streams necessary to meet the industry's needs.



During the day **Save a Cup** received a lot of positive feedback especially regarding:

- The new suite of marketing material
- Providing take-away leaflets with an easy to understand marketing message which vending companies could pass on to their customers
- The welcome step of introducing a 'Special Offer' price
- The new website which removes the mystery of **Save a Cup** and promotes a simplified and easy to understand service

**Vendex** exhibitors included: 3M Purification; AA First; Automatic Vending Association; AVA; Barry Callebaut UK; Beverage Service Association; BSA; BNP Paribas Lease Group; Bravilor; Douwe Egberts; Dr Otto Suwelack; Huhtamaki (UK); NIVO; RPC Tedeco-Gizeh; United Biscuits; Vend Direct / Bateman Group.