

# 'RECYCLATE'



>>> SPECIAL EDITION <<<

## Presentation to the Trade 2010

**Save a Cup's** 2010 Presentation to the Trade was a great success!

Held on February 11th, in London at the Society of Chemical Industry, we are pleased to have received many positive responses and constructive comments during and subsequent to the event. The companies represented on the day amongst the more than 60 attendees showed strong support for **Save a Cup** but also felt the time was right for us to push forward with the next stage of development.

In a departure from previous events, three outside speakers presented their specific topics, followed by an interactive session with operators, to deliberately solicit informal views 'from the floor'.

**David Hoskin, Chairman, Save a Cup**, opened the presentations with ... 'Addressing the Future'

He discussed developments in **Save a Cup's** recycling range and our increased market presence through forming alliances and offering a unique auditable environmental recycling service.

The first of the outside speakers was **Jan Schurmann, SwissPrimePack: CEO, SwissPrimePack** 'A few thoughts on recycling vending cups'

The key message was 'recycling PS vending cups: an excellent product with an image problem'. PS is ideal for recycling given its multiple re-usage. The industry as a whole needs an initiative to secure a good future - an initiative which needs to include operators, PS producers, cup manufacturers and recyclers.



**SwissPrimePack**  
committed to packaging

A few thoughts on Recycling PS Vending Cups  
February 11, 2010

**Phillipe Montagne**  
**Total Petrochemicals: Product Manager, Polystyrene Europe**



Philippe enthused that polystyrene is a material still full of promise and can be continually recycled. It is a commodity plastic with numerous applications.

The energy value of PS is the same as gasoline, and better than wood or paper. 'Waste to Energy' was the best recycling option

The  
**CHAIRMAN**  
writes



David Hoskin, Chairman  
Save a Cup Recycling Ltd

The start to 2010 has proved to be an exciting time for **Save a Cup**.

The new web site has refreshed our image and made us re-evaluate our offerings to the market.

At our **2010 Presentation to Trade** we had several speakers who contributed to a relaxed and informative debate about recycling programmes in the UK and Europe and how they are developing.

**Save a Cup** is continuing to respond to the needs of the trade and its customers.

Working in partnership is key to our ongoing success. The objective for 2010/2011 is growth and the financial stability that it will bring. We will be working through the web site and with the Trade to make this happen.



**Polystyrene End-of-Life Management in Europe**

Ph.Montagné on behalf of the European PS Producers  
Save-A-Cup General Assembly - London - Feb 11, 2010

**PlasticsEurope**  
Association of Plastic Producers

Onwards and upwards with Save-a-Cup

continued →



**Jane Carver**  
**Alupro: Programme Manager, Every Can Counts**

Jane explained the industry-led programme to increase recycling of aluminium and steel cans.

A natural extension of the **Save a Cup** offering as its customers use cans as well as plastic/paper cups.

The programme is an easily implemented high profile initiative supported by government.

Every Can Counts

Save a Cup - AGM  
11<sup>th</sup> February 2010



**Operators' Views, chaired by Roger Williams: Director, Save a Cup**

Conclusions reached from the discussions included: 1) In order for **Save a Cup** to increase its profile it should produce marketing material which it can pass on to vendors; 2) **Save a Cup** should think about incentive and reward schemes for companies that assist with promoting the brand.

To conclude **David Hoskin: Chairman, Save a Cup** presented 'Moving Forward'

Projects included: the web site and its promotion; direct mail campaigns; having regular vending research analysis; listening to our customers to improve our brand position and how we market ourselves.



**Download copies of the Presentations**

You may download copies of all the presentations from the 'Presentation to Trade 2010' by visiting

[www.save-a-cup.co.uk](http://www.save-a-cup.co.uk)  
(click this link on-screen or type/paste it into your browser)

The presentations are available in the 'Downloads' section

**New Developments - PET / HDPE**

**Save a Cup** has recently started collecting PET and HDPE plastic bottles on top of its existing collections of polystyrene, polypropylene, paper, cans and coffee dispensing sachets.

Taking on board the feedback received during the Operators' views, **Save a Cup** is in the process of developing a new suite of marketing material which will be downloadable from the web site, where operators and vendors, by having something which clearly explains the scheme and its benefits, will be able to use the material in their promotion of **Save a Cup**.

**Summary**

As a not for profit enterprise **Save a Cup** relies heavily on 'word of mouth' advertising through the industry. Although this has provided enough publicity for us in the past, vendors are now increasingly facing other concerns – particularly legislative – which means their promotion of the **Save a Cup** scheme has often taken a back foot.

It was suggested **Save a Cup** considers methods of increasing its presence in the marketplace in order to encourage vendors to spread the **Save a Cup** message. **Save a Cup** will be putting marketing literature onto the web site which can be downloaded and used as marketing and promotional material.