

Choose to Reuse



A Presentation by 

The logo for Whirley Drink Works! is enclosed in a dark blue oval. The word "Whirley" is written in a large, bold, blue font with a yellow outline and a small yellow swirl above the 'y'. Below it, "Drink Works!" is written in a smaller, red font with a yellow outline and a small red swirl above the 's'. A trademark symbol (TM) is located at the bottom right of the logo.

Did you know...

- ❑ Americans use an estimated 16 BILLION paper coffee cups annually?
- ❑ That's over 6.5 MILLION trees per year!



Quick Facts...

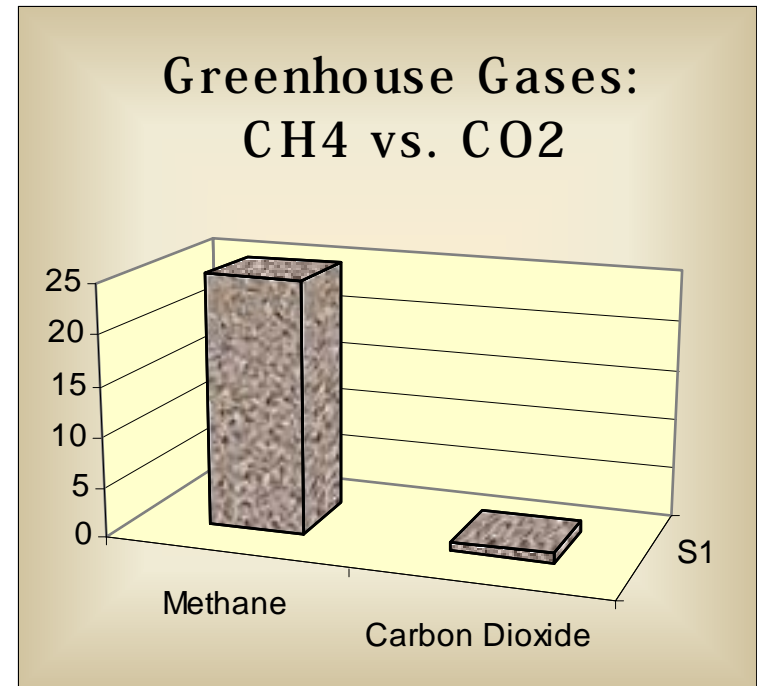


- ❑ Paper cups generate 253 million pounds of solid waste per year.
- ❑ 4 billion gallons* of water are used in the paper cup production process per year.

***That's enough to fill about 6,000 Olympic-sized swimming pools!**

Problems with Recycling – Paper Cups

- ❑ Paper cups are laminated with a plastic resin called polyethylene. This helps keep beverages warm and prevents leaking.
- ❑ The plastic coating also prevents the cup from being recycled.
- ❑ Once in a landfill, the paper will begin to decompose
- ❑ This process releases methane, a greenhouse gas with **23 times the heat-trapping power of carbon dioxide!**



Greenhouse Gas intensity of one molecule of Methane CH₄ compared to one molecule of CO₂

Did you know...

- ❑ Each year Americans throw away an estimated 25 BILLION...Styrofoam cups?
- ❑ That's enough to circle the earth 436 times every year!



Quick Facts...



- ❑ Styrofoam's light and unsinkable nature makes it a main component of marine debris.
- ❑ It is non-biodegradable and can remain as pollution in our environment for nearly 1,000 years!
- ❑ Nearly **100** municipalities across the United States have successfully banned or regulated the use of Styrofoam food service-ware products. CA, NY and HI are currently considering state-wide bans.



Problems with Recycling - Styrofoam

- ❑ Hurdles to foamed polystyrene recycling include its light weight, which makes it expensive and difficult to collect and transport.
- ❑ Furthermore, the FDA requires that the recycled polystyrene be uncontaminated by food, dirt or other grime.
- ❑ Current estimates by the California Department of Conservation peg the costs of recycling foam polystyrene at over \$3000 per ton, meaning that polystyrene actually has a negative scrap value.....cheaper to make new!



Recycled or Biodegradable Options?

❑ Post-Consumer Recycled Content

- Obstacles still exist for recycling paper and plastic for food-contact applications due to FDA safety concerns regarding the possibility that contaminants may remain in the recycled material.
- Though, in 2006 Starbucks in alliance with the Environmental Defense Org did introduce an FDA approved paper cup with 10% post-consumer content. Saves about 78,000 trees per year!

❑ Pre-Consumer Recycled Content

- Primary recycling of industrial scrap produced during the manufacture of food-contact articles and is not expected to pose a hazard to the consumer.
- Also known as Traceability...recycled content can be traced or original source.
- **Since 2004, Whirley has recycled over 1.2 million lbs. of plastic.**



Recycled or Biodegradable Options?

- ❑ **Biodegradable Plastic /Bioplastics** - are a form of plastics derived from renewable biomass sources, such as vegetable oil, corn starch. They are used either as a direct replacement for traditional plastics or as blends with traditional plastics.
- ❑ **Some things to consider when evaluating:**
 - Under proper conditions biodegradable plastics can degrade to the point where microorganisms can metabolize them. However this occurs very slowly, if at all, in a sealed landfill.
 - Proper composting methods and sites are required to efficiently degrade the plastic, which may actually contribute to carbon dioxide emissions.
 - Biodegradable plastics cannot be mixed with other plastics when sent for recycling; this damages the recycled plastic and reduces its value.
 - **Biodegradable Products Institute**, a not for profit organization have a third party certification process for new products.



Refills not Landfills!

- ❑ According to the FTC, in landfills, materials degrade very slowly, if at all.
- ❑ This is because modern landfills are designed, according to law, to keep out sunlight, air and moisture.
- ❑ This helps prevent pollutants from the garbage from getting into the air and drinking water, and slows the decomposition of the trash.



Disposable Facts

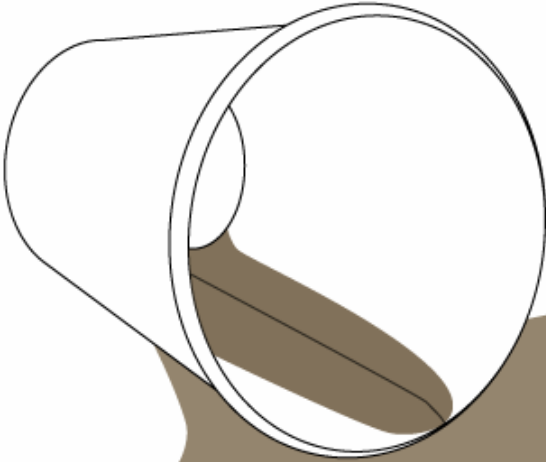
- ❑ A report conducted jointly by the Alliance for Environmental Innovation and Starbucks found that in 2006, Starbucks reported that they used 2.3 billion cups at their stores.
 - Starbucks found that coffee drinkers used reusable cups an estimated 17 million times and avoided an estimated 674,000 pounds of solid waste in landfills
 - Starbucks could **save more than \$1 million** per year in packaging costs by implementing reusable cups.
- ❑ At the University of Washington, a college of roughly 42,000 students, the Housing and Food Services Department estimates that **5000 paper coffee cups are thrown away every school day.**
 - **That's 749 trees per year!**
- ❑ A typical Convenience Store uses an average of 18,200 20oz soda cups per year.



What is Your Waste Contribution?

coffee waste calculator

Our 507 guests contributed 23,513,186 lbs of waste this year, that is 2,684 lbs an hour!



Just think how many people around the world are enjoying a wonderful cup of gourmet coffee right now. Hot goodness separated from your hands by a nice Java Jacket™ insulation. Just think, everyday millions of people, enjoying their coffee, in their branded paper cups. Just now, hundreds of people are leaving the coffee shops and disposing of their cups in the garbage where they will never decompose because of their synthetic polymer lining to prevent leakage. Just imagine how many cups end up in the garbage every year.

What is your contribution?

calculate waste;

Purchased Cups of Coffee Per Day :

Purchased Cups of Coffee Per
Week :

Purchased Cups of Coffee Per Year :

Weight Per Cup : 1 oz.

Your Waste Per Year :

+RECORD MY CONTRIBUTION.

**Choose
to Reuse**

Solution? Choose to Reuse!

Think



not



- ❑ Reusing is the best way to end our love affair with the...Single Serving Lifestyle!
- ❑ Considering that most **Plastic reusable mugs are designed to be used for 3000 uses**, the positive environmental impact can be enormous.

**Choose
to Reuse**

Are Reusable Mugs Recyclable?

- ❑ The simple answer is yes.
- ❑ There are no uniform standards for Recycling. Each recycling facility has different standards for the products they accept.
- ❑ Because of the massive number of types of plastic, they each carry a resin identification code, and must be sorted before they can be recycled.
 - **Whirley-DrinkWorks plastic mugs can be recycled at any facility accepting Polypropylene #5**
- ❑ Earth911.org can help you find the Recycling Facility nearest you accepting Polypropylene #5.



Plastic Resin Identification Code for Polypropylene

Choose to Reuse! - Refill Mug Benefits

- ❑ **The true benefit of reusable cups derives from how many times it is used.**
- ❑ **Company Benefits to Promoting Refillable Cups**
 - Save costs of some disposable cups
 - Increase Gross Profit Dollars by selling higher priced reusable mugs and refills
 - Build Loyalty....increase frequency
 - Help the environment.....save trees or landfills!
 - Build Goodwill with your Consumers
- ❑ **Customer Benefits from Buying Refillable Cups**
 - Choose to Reuse Refill Program is an Easy Way for your Customers to feel they are helping the Environment
 - Discount on Refills....helps them save money
 - Build loyalty....they feel good about shopping your location
 - Better Experience....mugs keep beverages hotter or colder longer than disposable cups.



Why Choose Whirley-DrinkWorks?

(We Are Comitted to Continuous Improvement)

- ❑ Since 2004, Whirley has recycled and reused over 1.2 million lbs. of plastic.
- ❑ Once the fuel from our molding machines is used, it is recycled through a waste oil heater and used to heat our buildings.
- ❑ In the winter, we cycle the water from our molding machines outside, chill it, and then reuse it to cool the machines. This saves about 50,000 kilowatts of energy annually!
- ❑ We are in the process of installing drums to capture rain water from our roof to help cool our factories during the summer months.



Choose to Reuse!

Whirley-DrinkWorks Products

- ❑ All products BPA Free!
- ❑ Full Line of Products to Meet Your Needs.
 - Plastic Mugs **Made in the USA** for coffee and fountain
 - Premium Acrylic and Stainless Steel Coffee Mugs
- ❑ Custom Design Capabilities.
- ❑ Merchandising to Encourage Refill Program.



Recycled Plastic Mug Options



- **Recycled Reusable Mugs!**
 - Choose from our Eco-Mugs line made from 77% pre-consumer recycled material.

Green Marketing Ideas

- ❑ Celebrate Earth Day April 22 with a Special Month Promotion
 - Promote “Choose to Reuse” on POS
 - Feature a New Product or Collectible Series
 - Offer Special Refill Discount on the Mug
 - Create Awareness by partnering with a Local Environmental Non-Profit Agency to “Donate a Proceed” of Mug Sale
 - Encourage Community Marketing by having each Region partner with a Local Park to Plant a Tree
 - Place a Special Bin to Collect Used Mugs for Recycling....Make it a “Claim Your Cup” Contest have customers write name and phone # on mug for Prize Drawings.



Green Marketing Ideas –

Partner with local schools & colleges

- ❑ To promote the importance of “Reduce, Reuse, Recycle,” Emory University partnered with Rollins Environmental Health Action Committee to buy and distribute 250 reusable mugs across its Atlanta campus. To get students to use these mugs, the local **Starbucks** gave a 50 percent discount on any beverage. This mug and coffee deal pushed Emory students into a reuse mindset.
- ❑ Seattle University Environmental Services Office gives away reusable mugs to incoming freshmen, and Food Services sells reusable mugs with which people get discounts on drinks across campus.
- ❑ UVA has found catchy ways to interest students in recycling. In a “Claim Your Can” contest, students wrote their names on aluminum cans before recycling them. Across campus, cans were drawn from recycling bins and the lucky winners received T-shirts, gift certificates, and the grand prize of a CD player
.....**Make this “Claim your Cup”**



Green Marketing Ideas - Kids

- ❑ EPA offers the following materials designed to encourage children and adults to recycle. These materials are available on [EPA's Web site](#).
 - ***Planet Protectors Club Kit*** is a kit that takes children on a learning adventure with challenging activity books, educational games, and mysterious stories that illustrate "the three Rs."
- ❑ Partner with a Local or Regional Zoo or Animal Shelter and encourage Wildlife protection.
 - Offer Kid's Cups with Animal Themes
 - Animal Straws or Snak Paks



Cause Marketing – Non-Profit Organizations

- ❑ Local or Global...Your choice! Participate and contribute portion of sales proceeds to the following National Organizations.
 - **Conservation International Foundation**
Conserving our Earth's natural heritage.
 - **Environmental Defense Fund**
Protecting our environmental rights
 - **National Wildlife Federation**
Keep the "wild" in our world.
 - **Sierra Club Foundation**
Explore, enjoy, & protect the planet.
 - **The Nature Conservancy**
Preserving habitats and species by saving the lands and waters they need to survive.
 - **Wilderness Society**
Working to protect & restore America's wilderness.
 - **World Wildlife Fund**
Leave our children a living planet.



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<http://stopstyrofoamhawaii.org/billstatus>



Sources:

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EPA Great Lakes Regional Pollution Prevention Roundtable.

<http://www.dzignism.com/projects/coffee.waste/>

<http://www.epa.gov/osw/partnerships/wastewise/success/college.htm>

<http://earth911.org/plastics/benefits-of-recycling-styrofoam/>

Recycle on the Go is an EPA initiative to encourage recycling in public places such as parks, stadiums, convention centers, airports and other transportation hubs, shopping centers, and at special events <http://www.epa.gov/epawaste/consERVE/rrr/rogo/index.htm>

Recycling aluminum saves 95% of the energy **used** to make the material from ... *Each year **American** throw away 25000000000 Styrofoam cups

www.oberlin.edu/~recycle/facts.html

<http://www.genpak.com/cfm/biodegradable.cfm/>

http://www.wikipedia.org/wiki/Biodegradable_plastic

BPI is the Biodegradable Products Institute and is a not for profit organization that have a third party certification process that will verify if a manufacturers products meet the ASTM definition for compostability.

<http://www.bpiworld.org>

FDA definition of pre-consumer and post-consumer recycling

<http://www.cfsan.fda.gov/~dms/opa2cg3b.html>

