

circ[®]
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&CO.

2023 Reusables Brochure

**MADE FROM
WASTE,
TO END
WASTE.**



The Sustainable Reusables Range

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We believe that **Circular Design can save the world.** **the Future is Circular.**

We're Circular&Co. and we are striving for global change, by making Circular Design the new standard. Together we can build a waste-free, endless world.

By using waste materials to make new products which are then fully recyclable, we can reuse the same materials over and over, closing the circle. This drastically reduces CO₂ emissions, stops consumption of the planet's precious resources, and eliminates pollution; the three core environmental challenges humanity faces.

By joining us on this mission for Circularity, together we can take real steps towards a sustainable future.



Coming soon: Circular Beach Waste Cup

Gathered across Cornwall's beaches and shorelines, the beach waste plastic used in this cup was once an eyesore and a danger to coastal wildlife. By capturing this waste, and using it to make a higher value product, we have created demand and a valuable supply chain. This is how we build the Circular Economy.

These 12oz Beach Waste Circular Cups are made in our Cornwall production facility, allowing for a minimal route from waste capture to finished product. We will always strive to turn waste streams into useful products that make it into mainstream supply chains.



100% leakproof
360° drinking

Single handed,
one-click opening

Unique appearance
to each cup due to
recycled blend

Outer made from 50%
beach waste and 50%
recycled plastic

100% recyclable
Designed for 10
year lifespan

12oz - 340ml

NEW for 2023: The All-Black Circular Cup

By popular demand, we bring you our signature Circular Cup, in a new all black colourway. A sophisticated palette to suit the most subtle and refined of coffee drinkers.



8oz Circular Cup

The World's First Cup made from paper cups.



10 Year Lifespan



100% Recyclable



Designed for Circularity



Easy open and close



Drink from any angle



100% Leakproof



BPA & Melamine Free



Food Safe



Insulated Layers



Trustpilot



2021



2022



Black & Electric Mustard
C&C-8oz-BEM



Black & Faraway Blue
C&C-8oz-BFB



Black & Giggle Pink
C&C-8oz-BGP



NEW
Black & Cosmic Black
C&C-8oz-BCB



Cream & Cosmic Black
C&C-8oz-CCB



Cream & Faraway Blue
C&C-8oz-CFB



Cream & Honest Green
C&C-8oz-CHG

12oz Circular Cup

Our signature Reusable, the world's first, 100% leakproof reusable coffee cup, made from single-use paper cups. The Circular Cup is designed for 10 years of use and is 100% recyclable at the end of its life.

King of the coffee experience, our unique circular lid affords easy one-hand opening, perfect for life on the go. 360° drinking allows you to enjoy the full coffee aroma. Internal insulated layer will keep your drink hot or cold for 60-90 minutes.

BPA & melamine free. Dishwasher safe.



★ Trustpilot



2021



2022



Black & Electric Mustard
C&C-12oz-BEM



Black & Faraway Blue
C&C-12oz-BFB



Black & Giggle Pink
C&C-12oz-BGP



NEW
Black & Cosmic Black
C&C-12oz-BCB



Cream & Cosmic Black
C&C-12oz-CCB



Cream & Faraway Blue
C&C-12oz-CFB



Cream & Honest Green
C&C-12oz-CHG



NEW
Beach Waste Teal
C&C-12oz-BW
RRP £17.95

Branded & Bespoke

Are you looking for a sustainable and beautiful option to showcase your brand and commitment to the circular economy? We work with brands and businesses from across industry sectors to create bespoke branded cups. We offer a range of printing options and price points depending on the look and feel you require.

Our most popular and cost-effective option is highly durable, single-colour printing. We can print on either one or both sides of your reusable. We can also offer even more customised options, including full-colour, full-wrap designs, Pantone matched lids and tailored outer labels.

Talk to us about minimum order quantities and any specific requirements.





Circular Impact

Assumptions: Single-use paper cups weighing 20g.
x6 single-use paper cups used to make each Circular Cup

We've diverted over **313,500 kilograms** away from landfill and into the Circular Economy.

We've helped bring **Circularity to 28** different countries.

We transform **18 single-use cups per minute** into longer lasting reusables.

Through our Circular Cups we've introduced over **2.6 million people** globally to the world of Circular Design.

We've recycled and transformed over **15.5 million single-use cups** into Circular&Co. Reusables

Takeback Promise

Keeping the Circle going

All Circular&Co. products are designed for longevity, and as they reach the end of their lives, they will need recycling. As such, it is our design standard to ensure every single product we produce can be 100% recycled in kerbside recycling. This is the easiest and most accessible means of recapturing the material into the supply chain.

However, as another way to ensure recycling, and to capture as many resources as possible, we have developed our Takeback Scheme to give these materials their next lease of life and ensure 100% resource recovery.

A company's true legacy is the products they make and the journeys they take, which is why we firmly believe that if you create something, you should be prepared to take it back and then regenerate it into the next new product.

For further information on our Takeback Promise [click here](#).



What they're saying...

"This cup is totally leak proof because it features a lid that, when pushed, clicks open and closed. We took it with us and our coffee was still hot after about an hour, and not a drop was spilled."

- **The Independent**

"So useful and kind to the environment, consider this your new travel essential."

- **Evening Standard**

"The 360 degree drinking lid, push-to-open mechanism and air-tight seal mean you can drink from any side of the cup without worrying about spills."

- **Expert Reviews**




2021



2022

Best Overall Reusable Coffee Cup

"We named the Circular&Co reusable coffee cup our best buy before, and we're doing it again. Even after testing many different mugs, it's still our favourite."



"Really different item - for a friend who is hard to buy for xx"

★ ★ ★ ★ ★

by Barbara Boughton

Rated 4.6 / 5

★ Trustpilot




"Great approach to environmental protection! – Great product, excellent attitude to manufacture and the environment. A reasonable price, what's not to like. A very easy decision for us to make."

★ ★ ★ ★ ★

by Anthony Newton

Rated 4.6 / 5

★ Trustpilot




"Nothing but good experiences! – We've had Circular & Co. Coffee cups for a few years now and have always found them brilliant. After my husbands cup broke he asked for another for Christmas and was over the moon with it. It shipped fast and came well packaged, no complaints here! Will continue to be using Circular & Co for years to come!"

★ ★ ★ ★ ★

by Shannon

Rated 4.6 / 5

★ Trustpilot



"Great! Husband loves it"

★ ★ ★ ★ ★

by Vanessa Bojko

Rated 4.6 / 5

★ Trustpilot

**MADE FROM WASTE,
TO END WASTE.**

