



Next-Generation Reusables

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If it's not
designed for circularity
then it's **not sustainable...**

We are rapidly running out of natural resources and all have been guilty of a throw-away culture. We don't need to take fresh resources to make products that end up as waste and pollution because we can't or don't recycle them. This is **not a sustainable solution!**

True sustainability goes far beyond plastic-free, single-use or waste neutral. True sustainability is only possible by designing products using materials we already have, which are designed to last and can be completely recycled — over and over again in a continuous circle.

Unless we start embracing a new way, a new economy — a circular economy — with circular design at its core, our resources will run out whilst the pollution and waste mounts up. At Circular&Co, we believe in a new way of designing, a new way of thinking, a new way of living.

We're **Changing Tomorrow Together.**



Next-Generation Reusables

If your reusable is not **made from recycled materials**, **designed to last**, and **fully recyclable** at the end of its life - it's not truly sustainable.



Circular Bottle

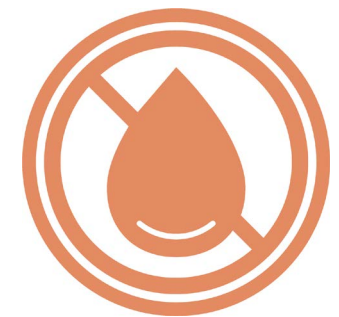
The Reusable Bottle Made From Bottles



10-Year
Lifespan



100%
Recyclable



100%
Leakproof



Lightweight



Easy open
& close



Drink from
any angle



BPA &
Melamine Free



600ml
Capacity



Made from

92%

single-use bottles.

Circular Bottle

The Reusable Bottle Made From Bottles

Truly Sustainable

Made from 92% single-use bottles, the Circular Bottle has a 10 year lifespan and is 100% recyclable at the end of its life in your kerbside recycling box so that the cycle can continue. Simply being 'reusable' is no longer good enough – the Circular Bottle is the world leader of next-generation sustainability.

Unique Functionality

Lightweight and leakproof, the Circular Bottle features our signature one-handed push-click lid with 360° drinking. Durable and robust, the Circular Bottle is designed for a practical life on the go, whilst supporting a sustainable solution to the global waste problem.



Circular Bottle Range

21oz / 600ml
RRP £14.95

Grey



Chalk



Height With Lid On: 224mm / Height With Lid Off: 184mm / Diameter: 70mm

Due to the unique nature of recycled materials and processes, the colour of our products can vary slightly.

Circular Cup

The World's First Cup Made From Cups



10-Year
Lifespan



100%
Recyclable



100%
Leakproof



Insulated
Layers



Easy open
& close



360°
Drink from
any angle



BPA &
Melamine Free



Made in
the UK



"A brilliant cup all-round and one that helps tackle the problem of single-use cup waste in a more profound way than most"

INDY / BEST BUY 2021 - THE INDEPENDENT



Circular Cup

The World's First Cup Made From Cups

Award-Winning Sustainability

Our multi-award-winning Circular Cups are the world's first reusable coffee cups made from six single-use paper cups and designed to last 10 years. Every purchase of the iconic Circular Cup funds a sustainable solution to global waste - backed by our pioneering, industry-leading takeback scheme.

Designed for Life

The best reusable is the one that gives you the confidence to use it all day, every day. The Circular Cup is 100% leakproof and features our signature one-handed push-click lid with 360° drinking. Insulated to protect your hands and keep your drink warm for up to 90 minutes - it is dishwasher safe, easy to clean, and supports a busy lifestyle.



Circular Cup Range

12oz / 340ml
RRP £14.95



Height With Lid On: 166mm / Height With Lid Off: 143mm / Diameter: 84mm

8oz / 227ml
RRP £13.95



Height With Lid On: 133mm / Height With Lid Off: 110mm / Diameter: 84mm

We've helped bring
Circularity to
38
countries

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

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

We've diverted over
203,000
kilograms
away from landfill
and into the
Circular Economy

We've **recycled &**
transformed
10.1
MILLION
single-use cups into
Circular&Co. Resusables

The impact of our Circular Cups.

For more information about our work, please visit our website:
www.circularandco.com/circular-mission

Circular NOW Cup

Making Reusables Affordable



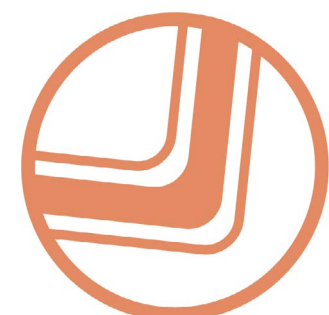
5-Year
Lifespan



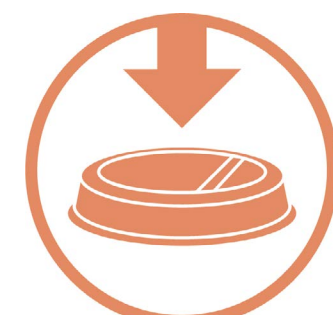
100%
Recyclable



Lightweight



Insulated
Layers



Traditional
Snap Fit Lid



12oz
Capacity



BPA &
Melamine Free



"The younger sibling of our best buy – is for you... you get a cup that is made from single-use paper cups that is designed to last half a decade"

INDY / BEST BUY 2021 - THE INDEPENDENT



Circular NOW Cup

Making Reusables Affordable

The Time is NOW

With only 5% of takeaway coffees bought in a reusable cup, it's time to get more consumers adopting reusables. As brands continue to push higher price points, effectively reducing reusables adoption, we believe the market and the planet need something more affordable.

Circular Design & Style

In true Circular&Co. style, the Circular NOW Cup is made from six single-use paper cups and designed for five years' use. Dishwasher safe, with a traditional snap-fit lid and insulated body, the NOW cup is 100% recyclable at the end of its life.



Circular NOW Cup Range

12oz / 340ml
RRP £6.95



Height With Lid On: 150mm / Height With Lid Off: 133mm / Diameter: 84mm

OUR LEGACY

Takeback Promise

Keeping the Circle going

All Circular&Co. products are designed for longevity, and as they reach the end of their life, they will need recycling. 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 more information [click here](#).



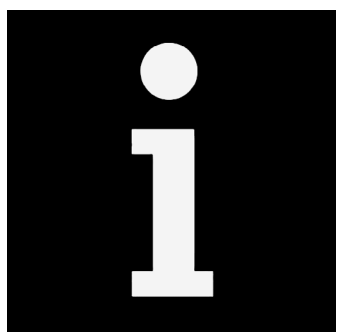
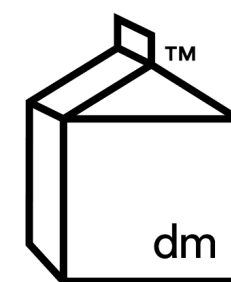
Awards & Recognition

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

"a brilliant idea to tackle the increasingly pressing issue of coffee cup waste"
- **Busola Evans, Assoc. editor of Livingetc**

"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. We've even had this upside down in a bag and not lost a single drop of coffee."
- **Expert Reviews**



Branded & Bespoke

Want to see your brand on Circular Cups to show your commitment to the circular economy? We can print your logo or brand or message on our Circular Cups and Bottles.

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.



Point of Sale

Say it with Circular

Merchandising plays a pivotal role in raising brand awareness and driving sales in all kinds of businesses.

Using point of sale for new and existing products is always a good idea, and our innovative and creative POS solutions help deliver key product messages to your customers. Increasing product visibility is proven to drive sales revenue and average transaction values.

We take steps to ensure our point of sale is made from high-quality recycled cardboard and FSC certified sustainable timber. All Circular&Co. point of sale is provided free of charge with qualifying orders.



Join us & help shape the movement

UK Independent Retail
trade@circularandco.com

UK Sales & Strategic Partnerships
adam@circularandco.com

International Sales & Distributors
simon@circularandco.com

Branded & Bespoke
paul@circularandco.com



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