

**circular[®]
&CO.** **Hydration**
2025-26



Pioneering new materials

All new colours

 **Made in the UK**

Rock, Paper, Scissors.

Okay, maybe not rocks, but there is almost no limit to the waste we can use to make high-quality products from; gum, coffee, fabric, trainers, fishing nets...

Our range is now made in the UK and features pioneering new materials, all new colours, with the same, trusted best-in-class functionality.

Don't follow the crowd. This is our chance to define the future, energise consumers and inspire people to engage with the Circular Economy.

Let's not play games with our future.

Made From



Fabric Waste



Trainers



Bubblegum



Marine Plastic



Stainless Steel



Coffee Grounds



Paper Cups

Features & Credentials



Easy one-handed
swift-click™ open/close



100% leakproof
with one click



NEW trust-lock™
Twist to lock
for in your bag



Designed to last for
at least 10 years. Fully
recyclable at end of life



drink360™
Drink from any side,
like a normal mug



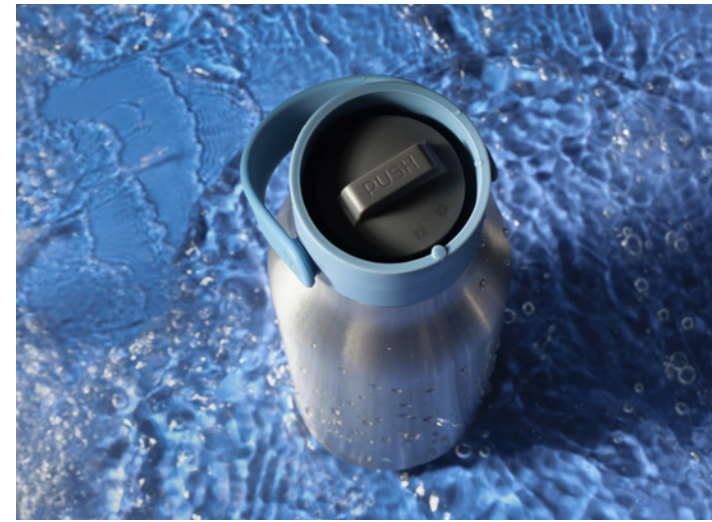
Keeps your drink hot
for up to 6 hours



Made from certified
90% post consumer
recycled stainless steel

Packed full of what we
like to call Anti-Cupboard
Technology. You'll never
leave home without them.

Every item in our range is 100% leakproof guaranteed and full of award-winning features, including the market-leading, one-handed opening, **swift-click™** lid.



swift-click™

Easy one-handed open and close



drink360™

Drink from any side, like a normal mug



100% leakproof

with one click



trust-lock™

Twist to lock for throwing in your bag



Insulated layers

Get out what you put in



Circular as standard

A range of pioneering and unique materials

Last year's look, this year's cup.

Fast fashion is easy to buy but hard to get rid of: bad decisions, pre-party panics, spasms of I'll-see-if-it-fits optimism.

From 150 truckloads of unwanted clothes collected every day in the UK, we take what's not reusable and transform it into injection-moulded fibre pellets. They make up 30% of this cup's outer layer, the other 70% being recycled plastic.

(And this cup will make you look 100% FABULOUS.)



8oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 133mm
Weight: 178g

RRP £21.00



- | | | | |
|-----------|-----------------|-----------|------------------|
| STONEWASH | RFC-8OZ-ST-BLUE | PISTACHIO | RFC-8OZ-PI-GREEN |
| ECRU | RFC-8OZ-ECRU | DUSK | RFC-8OZ-DU-PINK |

12oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 166mm
Weight: 208g

RRP £22.00



- | | | | |
|-----------|------------------|-----------|--------------------|
| STONEWASH | RFC-12OZ-ST-BLUE | PISTACHIO | RFC-12OZ-PI -GREEN |
| ECRU | RFC-12OZ-ECRU | DUSK | RFC-12OZ-DU-PINK |

Made From Fabric Waste



Sweet sole music.

Sometimes, rationality, science and all-things-considered can just get in the bin. It's a distant second, because what matters is the FEELING.

And let's face it, if you're sat there drinking from a cup whose outer layer is 50% recycled old trainers, isn't that some kind of win?

Isn't that a sign that we can change things, get stuff done and turn these Canyons of Crap into Hills of Hope?

Old trainers, brilliant new cups: you're walking on sunshine. Now, Let's run!



8oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 133mm
Weight: 178g

RRP £21.00



ELECTRIC

RTC-8OZ-EL-BLUE

LIME

RTC-8OZ-LI-GREEN



SUNRISE

RTC-8OZ-SU-ORANGE

ULTRAVIOLET

RTC-8OZ-UL-VIOLET



12oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 166mm
Weight: 208g

RRP £22.00



ELECTRIC

RTC-12OZ-EL-BLUE

LIME

RTC-12OZ-LI-GREEN



SUNRISE

RTC-12OZ-SU-ORANGE

ULTRAVIOLET

RTC-12OZ-UL-VIOLET



Made From Recycled Trainers



Filthy, gorgeous.

If you keep disposed-of gum off pavements you end up with cleaner streets.

And if you take that gum and turn it into a ground-breaking material which replaces more conventional rubber and plastic compounds, well then, even better.

This cup's outer layer is entirely made from just such a material. Chewed up, spat out, reborn (and completely clean, by the way).

From the indigestible to the irresistible.

8oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 133mm
Weight: 178g

RRP £21.00



CANDY



BGC-8OZ-CA-PINK

SKY

BGC-8OZ-SK-BLUE

12oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 166mm
Weight: 208g

RRP £22.00



CANDY



BGC-12OZ-CA-PINK

SKY

BGC-12OZ-SK-BLUE

Made From Recycled Bubblegum



Waves of change.

Two reliably mind-blowing things about this cup:

One, its outer layer's entirely comprised of high-performance polymers made from recycled marine plastic pollution.

Two, that pollution – lost or abandoned fishing nets and debris – is 100% traceable, so you can see from precisely which bit of coastline, beach or harbour it was collected. Impressive, huh? We probably couldn't even find our way out of Cornwall without Google Maps, let alone back to our place of birth.

Cornish companies are pioneering this stuff, but their innovation is helping coastlines nationally, which is just as well, because our coast's not just amazing, it's over 7,700 miles long.

8oz

Base Ø: 64mm

Lid Ø: 84mm

Height: 133mm

Weight: 178g

RRP £21.00



TMP-8OZ-ECRU

12oz

Base Ø: 64mm

Lid Ø: 84mm

Height: 166mm

Weight: 208g

RRP £22.00



TMP-12OZ-ECRU

Made From Traceable Marine Plastic





Stainless can be painless.

Some things are just better when they're not brand new. Yesterday's pizza or chilli, for example. Or a leather jacket; vintage beats box-fresh every time.

Also: stainless steel. Recycled, it loses NONE of its qualities. So this cup's our top performer: hot drinks stay hot for up to 6 hours and cold ones stay that way for 12.

New steel's massively resource-heavy, but this cup's 90% recycled.

Why WOULDN'T you go pre-loved?

8oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 128mm
Weight: 231g

RRP £23.95

					
UNCOATED	SSC-8OZ-UC-IN-BLACK		MIDNIGHT	SSC-8OZ-C-MI-BLUE	
DUSK	SSC-8OZ-C-DU-PINK		SUNRISE	SSC-8OZ-C-SU-ORANGE	
SEA GLASS	SSC-8OZ-C-SE-GREEN		INK	SSC-8OZ-C-IN-BLACK	

12oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 167mm
Weight: 276g

RRP £24.95

					
UNCOATED	SSC-12OZ-UC-IN-BLACK		MIDNIGHT	SSC-12OZ-C-MI-BLUE	
DUSK	SSC-12OZ-C-DU-PINK		SUNRISE	SSC-12OZ-C-SU-ORANGE	
SEA GLASS	SSC-12OZ-C-SE-GREEN		INK	SSC-12OZ-C-IN-BLACK	

Made From Recycled Stainless Steel





500ml

Base Ø: 68mm
Lid Ø: 50mm
Height: 230mm
Weight: 269g

RRP £28.00



UNCOATED	SSB-500ML-UC-IN-BLACK	MIDNIGHT	SSB-500ML-C-MI-BLUE
DUSK	SSB-500ML-C-DU-PINK	SUNRISE	SSB-500ML-C-SU-ORANGE
SEA GLASS	SSB-500ML-C-SE-GREEN	INK	SSB-500ML-C-IN-BLACK

750ml

Base Ø: 73mm
Lid Ø: 50mm
Height: 230mm
Weight: 353g

RRP £30.00



UNCOATED	SSB-750ML-UC-IN-BLACK	MIDNIGHT	SSB-750ML-C-MI-BLUE
DUSK	SSB-750ML-C-DU-PINK	SUNRISE	SSB-750ML-C-SU-ORANGE
SEA GLASS	SSB-750ML-C-SE-GREEN	INK	SSB-750ML-C-IN-BLACK

1 L

Base Ø: 82mm
Lid Ø: 50mm
Height: 300mm
Weight: 408g

RRP £33.00



UNCOATED	SSB-1000ML-UC-IN-BLACK	MIDNIGHT	SSB-1000ML-C-MI-BLUE
DUSK	SSB-1000ML-C-DU-PINK	SUNRISE	SSB-1000ML-C-SU-ORANGE
SEA GLASS	SSB-1000ML-C-SE-GREEN	INK	SSB-1000ML-C-IN-BLACK

Grounds for optimism

Quite literally, a coffee cup that's a cup made of coffee.

The outer layer is made using recycled coffee grounds, which seems about as poetic and properly circular as a cup can get.

Especially given the outrageous amount of grounds generated by our love for all varieties of caffeine (and that's just on a Monday morning).

8oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 133mm
Weight: 178g



RRP £21.00



ESPRESSO

CWC-8OZ-ES-BLACK

12oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 166mm
Weight: 208g



RRP £22.00



ESPRESSO

CWC-12OZ-ES-BLACK

Made From Coffee Waste



THE CUP THAT STARTED IT ALL



New life for old cups.

This cup's the OG, the first among many, the cup made from cups.

The outer layer is made using single-use paper cups which, with our partners, we collect, shred and combine with recycled plastic.

So, not only are you saving single-use cups every time you use it, you're giving 'waste' a value and making the recycling of other cups a viable solution.

Prepare to look a bit smug in the coffee-shop queue.

8oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 133mm
Weight: 178g

RRP **£21.00**



INK

RPC-8OZ-CH-IN-BLACK

MUSTARD

RPC-8OZ-GR-MU-YELLOW

12oz

Base Ø: 64mm
Lid Ø: 84mm
Height: 166mm
Weight: 208g

RRP **£22.00**



INK

RPC-12OZ-CH-IN-BLACK

MUSTARD

RPC-12OZ-GR-MU-YELLOW

Made From Single-Use Cups



The time is NOW!

The Circular NOW cup is our most-affordable reusable cup. Perfect for on the go, and those mornings when you just can't wait for your coffee.

A familiar cup design with a traditional looking, but secure, snap fit lid. Made using recycled single-use paper cups, designed to last at least 5 years and fully recyclable at end of life, this more cost-effective cup doesn't compromise on planet-saving credentials.

The insulated layers mean there is no need for a wasteful silicone sleeve and your drink will be kept warm. The materials are BPA & melamine free and dishwasher safe for easy cleaning and 'mind-at-ease' sipping.

12oz

Base Ø: 64mm
Lid Ø: 88mm
Height: 150mm
Weight: 208g

RRP £9.95



STORM GREY



PACIFIC BLUE



LOTUS PINK

UK-EU-NOW-12OZ-C-S-GREY

UK-EU-NOW-12OZ-G-P-BLUE

UK-EU-NOW-12OZ-C-L-PINK



PEBBLE WHITE



ROCKPOOL BLUE

UK-EU-NOW-12OZ-G-P-WHITE

UK-EU-NOW-12OZ-C-R-BLUE

Made From Single-Use Cups



Get in touch

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