



Fast facts

1. KeepCup has printing, distribution and assembly hubs in the UK, US and Australia.
2. Over one year the KeepCup, when compared to disposable cups, reduces landfill by at least 99%. (1)
3. Over one year the KeepCup, compared to disposable cups, reduces water use by up to 90%. (1)
4. There is enough plastic in 20 disposable cups and lids to make a small KeepCup.
5. There is enough plastic in 20 disposable cups and lids to make a medium KeepCup.
6. Most products consist of only 5% of the raw materials and resources used to make them. (3)
7. Most disposable cups are lined with polyethylene which makes them non recyclable.
8. Over 500 billion disposable cups are manufactured globally every year. (4)
9. Every year nearly four billion trees (35% of total trees) are used in paper industries around the world. (6)
10. Disposable cups that are "compostable" require commercial composting to biodegrade.
11. Over a year, use of a KeepCup reduces greenhouse gas emissions by up to 92% compared to disposable cups. (1)
12. KeepCups have been tested to 1,500 uses by our industrial designers. We estimate they will last at least three years.
13. Made from PP, LDPE and silicone KeepCup has low embodied energy in manufacture.
14. The KeepCup breaks even after 15 uses, including washing, when compared with a disposable cup. (2)
15. Every minute over one million disposable cups are discarded to landfill. (4)
16. KeepCups are designed and manufactured in Melbourne, Australia.
17. Half of the plastic used in the world today is for single use disposable items. (5)