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## MEDIA RELEASE

### **SIMPLY CUPS EXPANDS TO RECYCLE ALL PAPER-BASED CUPS**

Simply Cups has been recycling coffee cups since May 2017, and is expanding to accept all types of paper cups including take-away soft drink cups, ice-cream cups, chip cups and more. This follows a successful pilot program of accepting 7-Eleven Slurpee, smoothie and frappé cups.

Paper cups cannot be recycled through kerbside, yellow-top recycling bins. They can be recycled by dropping them off at any of the 790+ publicly accessible collection points, including 690 7-Eleven stores nationally.

Any kind of paper-based cup with a diameter less than 95mm can be accepted, including compostable cups.

Simply Cups has been on the forefront of empowering consumers to save single-use cups from landfill, recycling more than 37 million paper cups.

Cups collected through Simply Cups are recycled into raw materials that are then used as a beneficial additive for asphalt production, lightweight concrete and sustainable building materials.



*Image: Take-away soft drink cups being collected with Simply Cups.*

Closed Loop Environmental Solutions, who run Simply Cups, are excited by the circular economy solutions Simply Cups is delivering, says Managing Director, Rob Pascoe.

“Over the past 6 years we have explored 18 different potential applications for recycled cups. Some of these turned out to be pie in the sky, others don’t currently work economically, but a handful have ticked the right boxes. This has involved an intensive and sustained collaborative effort with industry, academia and government.”

“This collaboration has now matured into solid partnerships and we now have the capacity to use more material than what we are currently collecting from coffee cups!”

Simply Cups has been assessed and recognised as an Alternative Destination under the Australasian Recycling Label program (ARL). Businesses that sell paper cups may apply to carry the Drop Off Only ARL on their cups to encourage greater recycling of paper cups.

“We welcome brands, manufacturers and businesses to apply the Drop Off Only ARL on eligible products to demonstrate their commitment to product stewardship” says APCO CEO, Chris Foley.

“True to the circular economy, we want to see a reduction in the number of disposable cups used in the first place. However, we are also aware that this is not always practical, so we think it is important to have a landfill diversion solution in place while alternative systems develop. We want to ensure the resources used in these paper cups don’t go to waste, by redirecting them into products with a high value and a long life.” says Mr. Pascoe.

The success of Simply Cups would not have been possible without the ongoing commitment from 7-Eleven, who have been a Pioneering Partner of Simply Cups for more than 6 years.

We are also very grateful for the funding provided by the federal government through the National Product Stewardship Investment Fund over the past two years, which has allowed us to fast track some of these solutions.



*Image: Take-away paper cups can be recycled with Simply Cups.*

Simply Cups aims to collect and recycle 100 million paper cups by 2027.

ENDS

Notes to the editor:

For more information:

Brendan Lee, Circular Economy Manager. [blee@closedloop.com.au](mailto:blee@closedloop.com.au). 0402 270 120.

**About Simply Cups:**

Simply Cups is a trusted paper cup recycling program. Simply Cups accepts all brands of paper cups with a max. width of 95mm. For Simply Cups contact [info@simplycups.com.au](mailto:info@simplycups.com.au)

**About Closed Loop Environmental Solutions:**

Closed Loop builds strong partnerships with conscientious clients and stakeholders to identify, design, deliver, communicate and measure bespoke circular economy solutions. For Closed Loop contact [info@closedloop.com.au](mailto:info@closedloop.com.au)

**Drop Off Only ARL:**

Give your consumers' confidence to recycle paper cups through the Drop Off Only ARL. For Drop Off Only ARL contact [info@simplycups.com.au](mailto:info@simplycups.com.au)