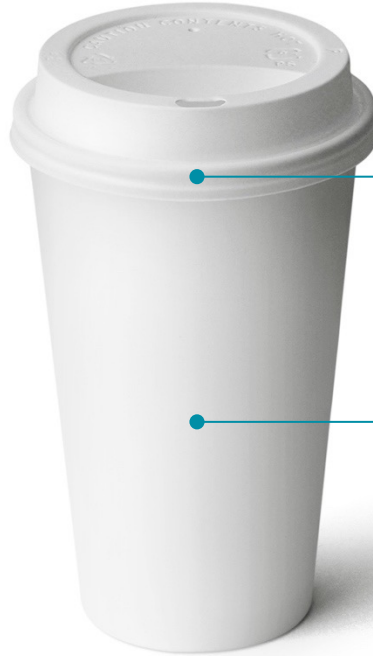




SUSTAINABLE PAPER CUP

Every year in the world
500 billion disposable cups
and **400 billion plastic lids**
are consumed



PS/PP lid (not recyclable)
➔ end of life mainly in LANDFILL

Paper + PE liner (not recyclable)
➔ end of life mainly in LANDFILL





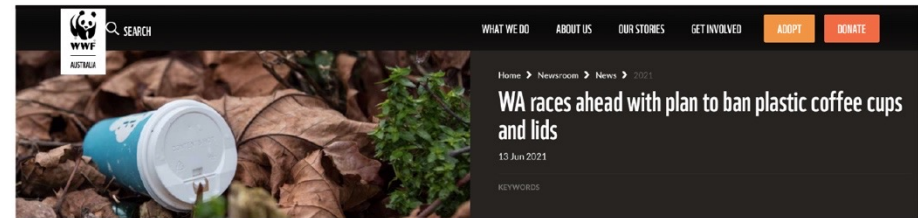
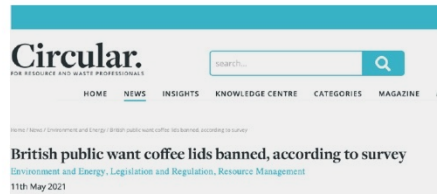
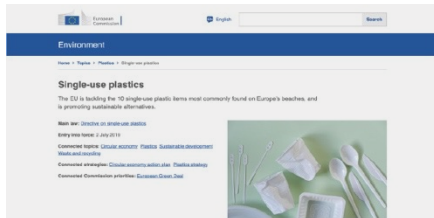
GLOBAL CRISIS

PS/PP lids weigh 3.5g x 400 billion units =
1.4 Million tons of plastic waste per year.

**This number keeps growing
at an alarming rate**

REGULATIONS

Governments all over the world are implementing **new regulations and plastic taxes**, heading to a **total ban of plastic cups and plastic lids**.



Sustainability Sells

THE IMPACT SUSTAINABLE ATTRIBUTES ARE HAVING ON CPG



© 2024 Product Insider, Powered by Label Insight. The Conference Board® Global Consumer Confidence Survey, conducted in collaboration with Nielsen Q2 2017

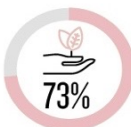
THE OPPORTUNITY

SALES PROJECTIONS BASED ON THREE-AND TWO-YEAR COMBINED AVERAGE GROWTH RATES

BY 2021 WE EXPECT SUSTAINABLY-MINDED U.S. SHOPPERS TO SPEND UP TO **\$150 BILLION** ON SUSTAINABLE CPG GOODS.



THIS REPRESENTS AN INCREASE OF BETWEEN **\$14 BILLION - \$22 BILLION**

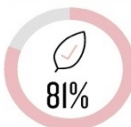


OF GLOBAL CONSUMERS SAY THEY WOULD DEFINITELY OR PROBABLY CHANGE THEIR CONSUMPTION HABITS TO REDUCE THEIR IMPACT ON THE ENVIRONMENT

SOCIAL RESPONSIBILITY RESONATE WITH CONSUMERS

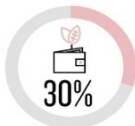
PRODUCTS WITH SOCIAL RESPONSIBILITIES DRIVE HIGHER SALES GROWTH

OVERALL CONSUMER SENTIMENT



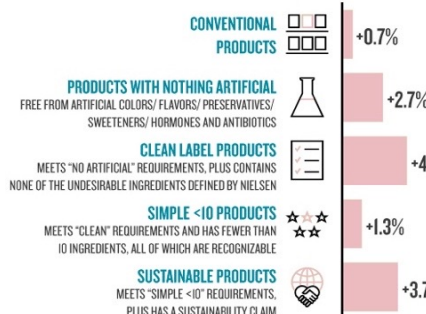
OF GLOBAL RESPONDENTS SAID THAT IT IS "EXTREMELY" OR "VERY" IMPORTANT THAT COMPANIES IMPLEMENT PROGRAMS TO IMPROVE THE ENVIRONMENT

OF GLOBAL RESPONDENTS ARE WILLING TO PAY A PREMIUM FOR PRODUCTS THAT DELIVER ON SOCIAL RESPONSIBILITY CLAIMS



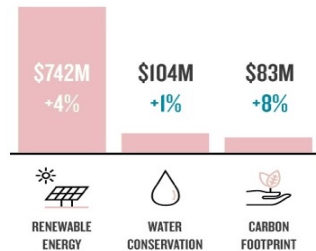
SUSTAINABILITY DRIVES SALES

FOOD AND BEVERAGE SALES GROWTH VS. YEAR AGO (YEAR ENDED MARCH 9, 2019)



THINK BEYOND THE PRODUCT

SUSTAINABLE RESOURCE MANAGEMENT NEEDS TO BE A PART OF YOUR PROCESS



PACKAGING MATTERS

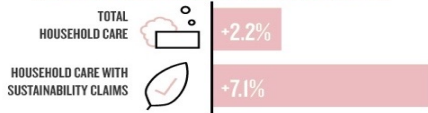
PRODUCT SALES WITH SUSTAINABLE PACKAGING IS ON THE RISE



SUSTAINABILITY BEYOND FOOD

SIMPLE, CLEAN AND SUSTAINABLE ALSO DRIVE HOUSEHOLD CARE SALES

WHAT'S DRIVING HOUSEHOLD CARE SALES GROWTH



HOUSEHOLD CARE CLAIMS THAT MATTER



TOP DRIVERS



TOP GROWERS



WHAT MATTERS MOST





OUR SOLUTION

Say hello to the industry's **most recent cutting-edge innovation** in response to the global plastic crisis.

This new, **fully patented design** is changing how the single-use paper cup is manufactured, consumed and recycled, with an **integrated paper lid** that **easily folds and locks** into place.





#1_STRUCTURE

. One piece paper cup with integrated lid



#1_STRUCTURE

- . One piece paper cup with integrated lid
- . Made with traditional paper cup machine



#1_STRUCTURE

- . One piece paper cup with integrated lid
- . Made with traditional paper cup machine
- . **Aqueous base coated paper (bio-based)**



#1_STRUCTURE

- . One piece paper cup with integrated lid
- . Made with traditional paper cup machine
- . Aqueous base coated paper (bio-based)
- . **Fits under most standard coffee machine**





#1_STRUCTURE

- . One piece paper cup with integrated lid
- . Made with traditional paper cup machine
- . Aqueous base coated paper (bio-based)
- . Fits under most standard coffee machine
- . **Fully recyclable, repulpable**





#2_CLOSING

. Easy to fold





#2_CLOSING

- . Easy to fold
- . Fast to assemble



#2_CLOSING

- . Easy to fold
- . Fast to assemble
- . **Secure lid locking**



#2_CLOSING

- . Easy to fold
- . Fast to assemble
- . Secure lid locking
- . **Spill-proof design**





#3_DRINKING

. Curved design aligns with mouth contour





#3_DRINKING

- . Curved design aligns with mouth contour
- . Integrated sip hole for drinking experience





#3_DRINKING

- . Curved design aligns with mouth contour
- . Integrated sip hole for drinking experience
- . Perfect for hot and cold beverages





**HOT
DRINKS**



**COLD
BEVERAGES**



**GREASY
FOODS**

THE GOOD RANGE



8oz / 240ml



12oz / 350ml



16oz / 450ml



22oz / 650 ml

ALL SIZES AVAILABLE FOR HOT & COLD DRINKS / FOOD



BRAND YOUR CUP

Paper:



FSC
white board



FSC
kraft board



ENVOPAP
agri-waste

Coating: Aqueous based (non-fossil)

Print:



CMYK

+

3 spots

Process: digital printing - offset - flexo



MOQ: 10,000 pcs

Production: 30 to 45 days

Delivery: LCL - 20" – 40"





THE GOOD NEWS



"say goodbye to lids
for good"

FAST@MPANY

"this foldable coffee cup cleverly
eliminates the plastic lid"

PACKAGING
DIGEST

"a leaner, greener and
more clever paper cup"

PACKAGING
WORLD

"The Good Cup can offer savings
thanks to its integrated lid"

YAHOO!
JAPAN

"the first complete paper cup with
integrated cup and lid"

PACKAGING
EUROPE

"new cup replaces plastic drinks lid
with compostable top flap design"



NOV. 6, 2023

Best Inventions of 2023

TIME

THE 200
EXTRAORDINARY
INNOVATIONS
CHANGING
OUR LIVES

Sphere

A groundbreaking venue



time.com

NOV. 6, 2023

Cutting Plastic Lids

The Good Cup



BY JEFF WILSER

OCTOBER 24, 2023 7:00 AM EDT

Every year, 500 billion disposable cups end up in landfills. Paper cups sound good in theory, but most use a plastic laminate as a sealant, which makes them difficult to recycle. This is why Choose Planet A's the Good Cup is glued together with a water-based coating, called aqueous, that makes it leak-proof, recyclable (up to seven times), and even biodegradable. "If you throw it in the water or the forest," Choose Planet A's co-founder and managing director Cyril Drouet says, "it will biodegrade and disappear." The cup also has a foldable paper lid, cutting the need for a plastic top. It will be available in the U.S. later this year.

time.com





AWARD WINNING SOLUTION



red
dot
winner 2023



2023
Pentawards
Silver



SPACE SAVING SOLUTION

(12 oz)



PLASTIC LID
(shipping carton)

0.05 CBM



PAPER CUP
(shipping carton)

0.09 CBM



THE GOOD CUP
(shipping carton)

0.096 CBM
(30% space saving)



**“EASY TO USE
AND GREAT
FOR THE
PLANET”**

Poppy Corbett Wood
Senior Barista
MERSEY MADE UK
Coffee Shop, Liverpool



**“BRILLIANT
TO USE
WITH OUR
BUBBLE TEA”**

Mu Tu
Tea Barista
HAPPY LEMON
Bubble Tea, London



**“THIS AMAZING
FOLDABLE DESIGN
IS MUCH MORE
HYGENIC”**

Amber Browne
Hair Stylist
BARRY ALAN
Hair Salon, Norfolk



**“GREAT SPACE
SAVING FOR
MY COFFEE
TRUCK”**

Kunthea Seng
Business Owner
PANDA CUP
Coffee Truck, London



**“FAST TO FOLD
PERFECT FOR
OUR MORNING
RUSH HOUR”**

Monika
Barista
THE YOGA TREE
Coffee Shop, Norwich



**“AWESOME
DESIGN FOR
TAKEAWAY
FOOD”**

Joe Clark
Takeaway Server
KUNG FU NOODLE
Noodle Bar, London



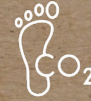
AGRI-WASTE PAPER

collaboration with **envoPAP**



Raw Materials

Discarded agricultural fibres that are available in abundance.



Footprint Reduction

28% - 38% lower carbon emissions than conventional products.



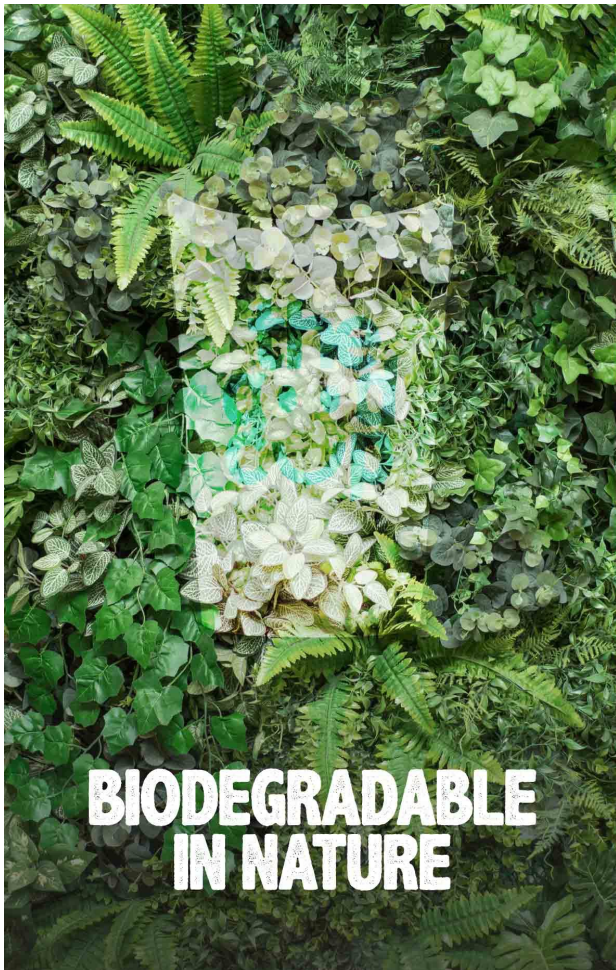
Reduces Deforestation

Saved more than 1 million trees by using this new raw material

EnvoPAP makes sustainable paper that's kind to the planet. By using renewable sources—like sugarcane waste instead of wood—the production has a much smaller environmental footprint than traditional packaging, and still delivers an industry-leading product. Since identifying a gap in the packaging market, EnvoPAP continues to innovate and disrupt.

envopap.com >





**BIODEGRADABLE
IN NATURE**



**COMPOSTABLE
AT HOME**



**RECYCLABLE
WITH PAPER**

REUSABLE vs DISPOSABLE

MATERIAL SOURCE



MATERIAL (fossil based)

PLASTIC (PP, PET, PC)

INK (UV = solvent based)



PLASTIC CUP
(12oz)



PAPER CUP
(12oz)



PAPER (sustainable forests)

COATING (100% bio-based)

INK (vegetable/water based)



OK biobased



REUSABLE vs DISPOSABLE

END OF LIFE

RECYCLABLE
2 times in plastic



LANDFILL
75% are not recycled



ENVIRONMENT
pollute for +100 years



TOXIC & CONTAMINATE
environment + living things



PLASTIC CUP
(12oz)



PAPER CUP
(12oz)



RECYCLABLE
7 times in paper



COMPOSTABLE
Industrial & home



BIODEGRADABLE
any environment

SAFE & BENEFICIAL
to the environment



FACTORY CERTIFICATIONS



FOOD SAFETY

British Retail Consortium
Global Standards

(since 2015)



QUALITY

Management System
ISO 9001

(since 2001)



ENVIRONMENTAL

Management System
ISO 14001

(since 2001)



SOCIAL

Compliance
Third parties' audit

(certified)



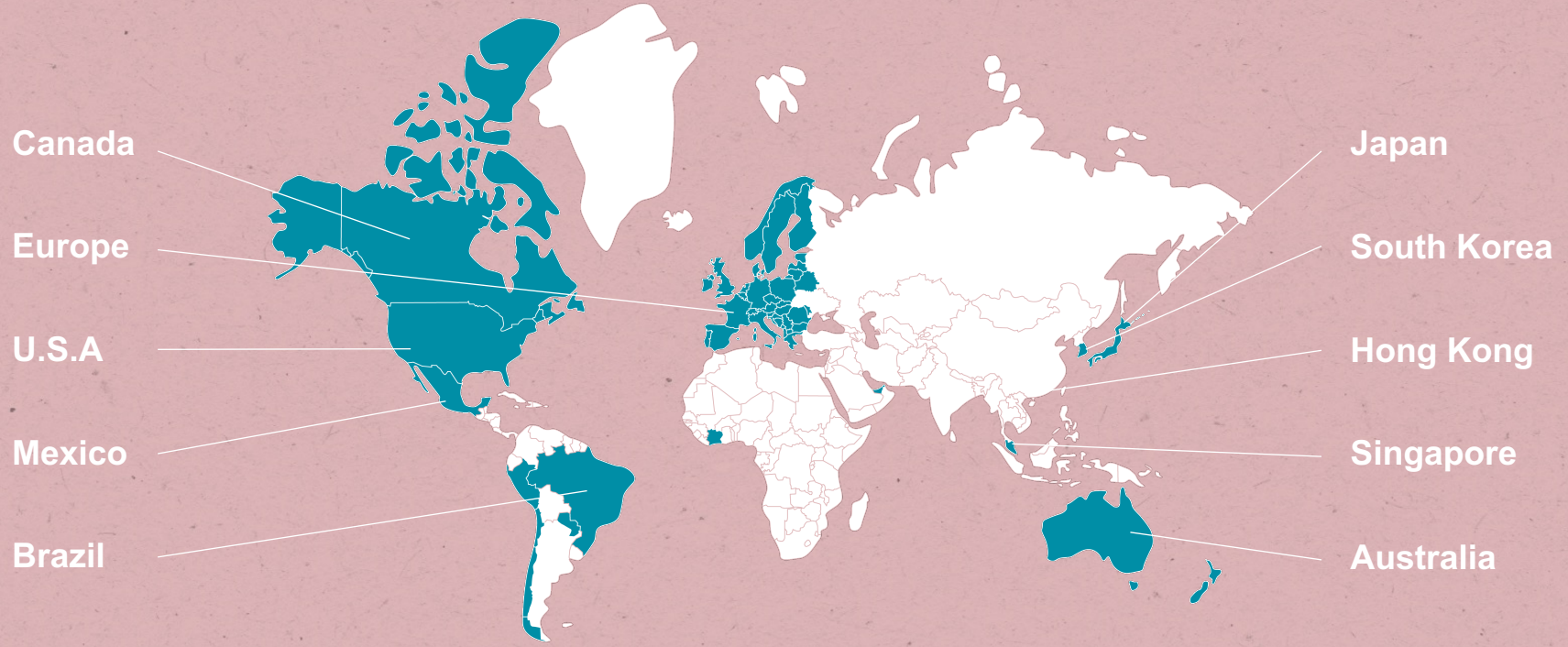
HYGIENE

China food safety
Hygienic license

(since 2008)



AVAILABILITY IN 2024



THE GOOD TEAM



YARIV GUILOFF
SALES DIRECTOR (AMERICA)

Managing Director 7DRAGON
Founder of ADDLESS solutions

Serial entrepreneur for over 20 years, running multiple companies across Asia and North / South America. Strong expertise and experience in sales, negotiation, finance, he's an industry adept for starting small businesses turning them into multi-million dollars revenue. Keen eye for gaps in market, he has the flair and drive to make any product a success within the large network he has built.



SHIRLEY WU
SALES DIRECTOR (EUROPE-UK)

Founder of IVORY MUSIC
Services

Wealth of entrepreneurial sales experience since she graduated over 25 years ago with 10 years of IT Investment Banking recruitment for clients such as JP Morgan Chase, Credit Suisse, Barclays, etc. Her last project of 15 years has helped children worldwide develop themselves through music. Her vision now is to help protect the planet for the future generations.



CYRIL DROUET
MANAGING DIRECTOR

Founder of ADDLESS design
Founder of ADDLESS solutions

Inventor of THE GOOD CUP and multi award-winning director of 25 global packaging awards. 20 years of global packaging design experience for clients such as P&G, Unilever, Nestlé, L'Oréal, etc. Strong technical, engineering and manufacturing expertise in packaging industry. Problem solving capability (material + process + design) towards sustainable solutions.



PAUL WONG
OPERATION DIRECTOR

Managing Director FAREAST CUP
(Hong Kong and China factories)

Paul has overseen various functions within the company since he joined 17 years ago. Under his leadership, the company has grown into a multi million-dollar business, serving internationally recognized brands in the quick service industry (Starbucks, McDonald's, KFC, etc.) Paul is committed to positioning Far East Cup as a global leader in green products for a sustainability future.



KELVIN YEUNG
BUSINESS DEV. MANAGER (APAC)

Co-Founder of Festival Home
Property Agency

Kelvin graduated in Environmental Management, experienced in an entrepreneurial background with several Food & Beverages tech start-ups, his goal was always to make a change. His last project was rescuing food from going to landfill, now more focused on bringing truly sustainable and innovative packaging solution to help protect our planet.



Please See Our Barista Assembly Guide Video
In The Next Slide

DO A WORLD OF GOOD



SALES@HARVESTGROVEINC.COM



[Click To Start Video](#)



barista assembly guide