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MEDIA RELEASE

50 MILLION PAPER CUPS SAVED FROM LANDFILL BY SIMPLY CUPS

Simply Cups is celebrating successfully collecting 50 million paper cups and saving them from landfill.

Simply Cups collects and recycles paper cups collected from more than 1,500 collection locations in Australia and New Zealand, including coffee, soft drink, ice-cream, frozen yoghurt and Slurpee paper cups.

Closed Loop Environmental Solutions, that runs the Simply Cups program, is thrilled to reach this milestone, achieved as a result of inspiring community participation, says Managing Director, Rob Pascoe.

“Once the community know they can recycle their paper cups separately, they either collect cups at home and drop them off at a collection location or they make sure they are returning their cup daily thanks to our many convenient collection locations!”

Circular Economy Manager at Closed Loop Environmental Solutions, Brendan Lee says “We’re very proud to have reached 50 million cups - but there are still a lot of paper cups being sent to landfill.

Our solution works and Simply Cups has the capacity to collect, process and recycle more! We are excited by what the future holds, particularly with our recognition as an Alternative Destination under the Australasian Recycling Label (ARL).”



Image: Collection of paper cups saved from landfill.

More than 690 collection locations are available to the public, thanks to Pioneering Partner, 7-Eleven Australia. Other collection locations include schools and universities, shopping centres, office buildings, construction sites and at many sporting, music and cultural events.

Holy Cross Catholic Parish Primary School Classroom is a proud Simply Cups participant and encourages paper cup recycling at their school. Teacher/WEN Coordinator, Mrs. Lucy Barbuto says, “Simply Cups is a wonderful resource for our school to educate our students and wider community to be more environmentally conscious and foster lifelong learning.”

ENDS

Notes to the editor:

For more information:

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About Simply Cups:

Simply Cups is a trusted paper cup recycling program. Simply Cups accepts all brands of paper cups with a maximum width of 95mm. For Simply Cups contact 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