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Celebration Packaging adds sustainable bamboo fibre cups to its EnviroWare® range

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Celebration Packaging has introduced a new range of double-wall hot drink cups made from sustainable bamboo fibre, under its long-established EnviroWare® brand.

“Ever since we created the EnviroWare® brand, over 14 years ago, it has been our mission to seek out more sustainable packaging solutions, and these are our most sustainable hot drink cups yet,” says Celebration Packaging Managing Director Nick Burton.

The new cups are made from FSC® (Forest Stewardship Council®) certified bamboo fibre – with a water-based lining – and are certified commercially compostable (DIN EN 13432:2000-12).

“Bamboo is one of the world’s fastest growing plants and can grow as quickly as two feet per day,” says Nick Burton. “Across the foodservice category, cafés and food-to-go outlets are seeking more sustainable solutions and with bans and taxes in place or on their way, consumers are turning away from single-use plastic products. We therefore believe that demand for sustainable EnviroWare® products, such as our new bamboo fibre cups, will continue to grow.

“If foodservice operators are looking to improve their sustainability credentials, they need to work with a consultative supplier to ensure that they’re choosing the right packaging – that is functional, fit for purpose, popular with consumers and above all, sustainable.”

The new range of insulated, double-wall cups are available in popular 8oz, 12oz and 16oz sizes, and accessories are also available, including: compostable domed lids, to fit all cup sizes, made from moulded fibre (bagasse) or CPLA; kraft coffee sleeves; and wooden drink stirrers.

Drink stirrers are essential for placing in self-service areas when serving hot drinks. EnviroWare® stirrers are made from sustainable FSC® (Forest Stewardship Council® C113967) certified wood. Three packaging styles available: hygienic individually wrapped stirrers; stirrers in convenient dispenser boxes; or stirrers bulk-packed in bags for economy.

“These new bamboo cups feel great to the touch and the bamboo design is sure to get consumers asking about the product’s environmental credentials,” says Nick Burton. “Alongside the bamboo motif, the design states that the cups are made from sustainable resources and can be composted where facilities exist. It also features both the instantly recognisable ‘Commercially Compostable’ and FSC® logos.”