

## Celebration Packaging's sustainable bamboo fibre cups now certified 100% recyclable

3 years ago



In May, Celebration Packaging introduced a new range of double-wall hot drink cups made from sustainable bamboo fibre, under its long-established EnviroWare® brand. The company is delighted to announce that these cups have now received a Grade A rating for recyclability.

“When we launched these cups made from bamboo fibre just two months ago, I was proud to say that they are our most sustainable hot drink cups yet,” says Celebration Packaging Managing Director Nick Burton. “Now we have certification to prove they are 100% recyclable, the statement is even more true!

“When we created the EnviroWare® brand, over 16 years ago, our declared mission was to seek out more sustainable packaging solutions. We have always believed that when sourcing sustainable packaging, the provenance of the raw materials is paramount – but ensuring it can be properly disposed of at its end-of-life is equally important.”

Celebration Packaging's EnviroWare® bamboo fibre double-wall hot drink 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). Using the Papercycle Recyclability Assessment Method for fibre-based packaging products and materials, Papercycle Ltd has now issued Grade A certification that the cups are recyclable in standard paper mills.

Papercycle was developed by the Confederation of Paper Industries, supported by the UK's paper-based

Industries, and offers a comprehensive recyclability assessment tool to help determine the recyclability of fibre-based products.

From material provenance to end-of-life

“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 fully recyclable bamboo fibre cups, will continue to grow.

“Our new bamboo cups feel great to the touch and the bamboo design is sure to get consumers thinking 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 ‘Commercially Compostable’ and FSC® logos – and while the existing stock is certified recyclable, the design is currently being updated, and the cups will soon also bear the instantly recognisable ‘recycle’ logo.”

The new range of recyclable, 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.

“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,” concludes Nick Burton.