



JAMES CROPPER PARTNERS WITH HALLMARK ON CARD COLLECTION
MADE FROM UPCYCLED COFFEE CUPS

In an artistic and creative expression of circular economy, James Cropper has transformed disposable coffee cups and responsibly-sourced paper pulp into a beautiful card collection designed by Hallmark.

The latest collaboration sees James Cropper's CupCycling facility - the world's first recycling process dedicated to upcycling take-away cups – used to create a shining example of what can be produced from coffee cup waste. The project will help to reduce some of the 2.5 billion take-away cups that are estimated to be thrown away in the UK each year.

As two, family businesses with innovation and caring at the heart of their values, the companies are working towards a world that's less wasteful and more beautiful.

Steve Adams, managing director at James Cropper, comments: "Transforming a morning latte into a beautifully-designed and positive sentiment really captures the spirit of CupCycling; a second life for coffee cups can often be more compelling and longer-lasting than its first.

"This partnership demonstrates the value of this precious raw material has, and how it can produce truly creative outcomes, setting a high benchmark for outstanding circular design."

Following work with the likes of Selfridges, Costa and McDonald's, the collaboration further demonstrates James Cropper's belief that creative partnerships are the way to tackle the waste issues the UK, and the world, faces today.

"To date, we have recycled over 100 million coffee cups at our CupCycling facility. However, for anyone wanting to follow in Hallmark's footsteps, we have the capacity to convert 500 million per year into papers for packaging in all colours," concludes Adams.

Alison Murnane, at Hallmark Cards, commented, "We already make Hallmark cards from responsibly sourced paper, so we were delighted to work with James Cropper to help drive forward another sustainable way to make an impact by taking some of the today's waste and turning it into a beautiful card that creates a lasting moment for tomorrow."

In stores from October 2019, the cards and envelopes in the collection are 100% recyclable. Comprising 44 beautiful cards, designed within boutique collections, the range allows shoppers to choose the perfect card to express how much they care in a way that is considered in both style and caring for the environment.

ENDS

About James Cropper

James Cropper is a prestige paper innovator based in the English Lake District, supplying distinct, custom-made paper products to many of the world's leading luxury brands, art galleries and designers.

Throughout 174 years of high-quality paper production, the business has been carefully stewarded and nurtured by six generations of the Cropper family and is renowned globally for individual expertise in colour, dedicated responses to the most challenging custom projects and award-winning commitment to the highest standards of sustainability.

James Cropper is a member of the Paper Cup Recovery & Recycling Group (PCRRG), a cross-industry group that exists to develop collection and recycling opportunities for paper cups and identify and support solutions that sustainably transform used paper cups into a valuable resource. For more information, visit www.pcrrg.uk

About Hallmark

For over 100 years innovation, creativity and putting great craftsmanship at the heart of everything we do has been what we are all about. We are passionate that each and every one of our cards leaves its mark time after time.

Did you know we have been chosen as a Consumer Superbrand for the third year in a row? A Superbrand is defined as a brand that is recognised for its reliability, distinctiveness and quality, voted for by 2500 British adults. Hallmark is delighted to fall into the category, alongside brands such as Kellogg's, Lego, Rolex and British Airways.

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Hallmark UK website www.hallmark.co.uk