



## MILLIONS MORE COFFEE CUPS DESTINED FOR JAMES CROPPER

Earlier this week, the winners of The Cup Fund by Hubbub and Starbucks were announced at a launch event in London. James Cropper is proud to have been selected as the recycling partner on four of these projects.

An estimated seven million coffee cups from cities across the country including Bristol, York, Gloucester and London, will be headed to the Lake District as a result. The coffee cups, collected by the Bristol Waste Company, Forge Recycling, Westmorland Family and Better Bankside, Team London Bridge and Paper Round recycling schemes, will be given a second life using James Cropper's CupCycling™ facility.

As a perfect example of circular design, the cups will be transformed into beautiful packaging, paper and an array of stationery – giving businesses the chance to go green when it comes to paper supplies.

**Richard Burnett, market development manager at James Cropper, commented:** “We are thrilled to have been selected as a partner on these innovative projects. Each project will have a significant impact on how Britons recycle their coffee cups, by providing both education and recycling facilities to the public.

“We have recycled over 100 million coffee cups at our CupCycling™ facility already but have the capacity to for up to 500 million per year; being part of these initiatives will enable us to give more used coffee cups a second life as premium paper and packaging products.

“This is a huge step forward in creating value from the used coffee cup waste stream, and we're delighted to be part of it.”

The winners of The Cup Fund will commence their projects from September 2019, with James Cropper ready to receive bales of used coffee cups immediately.

-ENDS-

For more information or to request an interview with someone at James Cropper contact Chloe Koutsoukis on +44 (0)20 3490 4841 or JCPRTEAM@seymourpr.co.uk.

### **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.pcerrg.uk](http://www.pcerrg.uk)