

# q environment: **UPPERCUP**

**As Australia's caffeine addiction continues to soar, environmentalists warn that disposable coffee cups are fast on their way to becoming a major pollution hazard.**

According to the ABC (2016), coffee cups are considered to be the second largest category of litter waste after plastic water bottles. It is estimated that Australia contributes over 1 billion disposable coffee cups to landfill every year; adding significant pressure on the environment with unknown plastics, cardboards and materials.

In fact, most paper-looking disposable coffee cups, which are often sourced overseas, have been found to contain an insulated thin plastic coating that is not biodegradable or environmentally-friendly.

Designed and manufactured in Melbourne to combat Australia's increasing landfill epidemic, Uppercup's patented design offers a smart and stylish solution to waste management with its strategically engineered and recyclable range of reusable coffee cups. Made from a new kind of high quality Eastman Trititan Copolyester plastic, Uppercup is BPA and BPS free; and offers a durable glass-like frame that is not only odour and stain resistant, but also dishwasher safe.



Barista-friendly and exported around the world by the eco-friendly warriors at Go Lusty, the conical bottom is engineered to produce a perfectly poured beverage every time by distributing liquid ratios evenly. The double insulated walls also ensures that beverages stay warmer for longer while fingers stay cool, and can even be written on for convenient café ordering.

*Available in a small (\$22rrp) and large (\$25rrp) size in a range of colours, Uppercup is available nationally at [www.321water.com](http://www.321water.com) and at selected cafés around the country.*