

## From Pilots to Systems: Making Reuse Work at Scale



**PRESENTATION**



Reuse. Reduce. Repeat



**Anders Johansson & Ingvar Rehbinder**



**We are Cup Nordic, a Swedish company that is revolutionizing the event industry since 2021 by offering a full-service concept for reusable beverage cups and food containers in Scandinavia.**

**We understand the challenges of the EU directives on single-use plastics and therefore offer a flexible and sustainable solution that not only reduces waste but also gives serving a green profile with opportunities for profiling.**

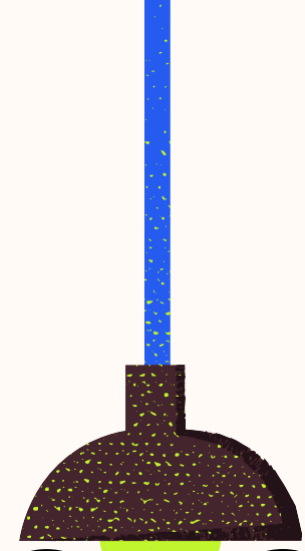
**Our offer ranges from the design and production of high-quality cups and containers in food-grade plastic, with all the necessary markings, to a unique dishwashing logistics.**

**After each serving, we take care of collection, washing up and warehousing, which frees up valuable time and resources for our customers.**

**Whether you need mugs, coffee cups, drink glasses, we can customize the design with printing and branding according to your wishes. With our in-house developed dishwashing solution and logistics chain, we guarantee an efficient and environmentally friendly process.**

**Our vision is clear:**

**To be the obvious choice for everyone who wants sustainable serving.**



Unik Design & Kvalitet

# KEY MILESTONES

1. Market preparation 2021-2024
2. 2024 First contract; biggest Swedish Event Organizer Stockholm Live Catering (Avicii, Strawberry, 3-arena). 3-year exclusive contract
3. May 2025 Establishment of first dishing facility and start production with Ice Hockey world championship
4. 2025 Proof of concept - 850 000 unit washed, 1 MEUR in sales with profit
5. 2026 plan

Profilering & Mervärde

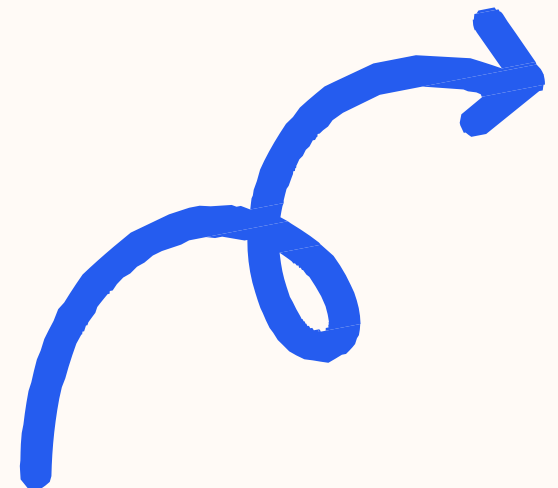


- expansion to Gothenburg,
- expansion to new segments like festivals



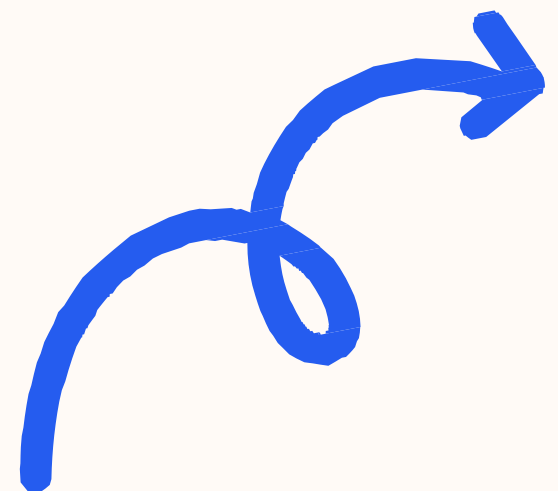
# OUR CUSTOMER IN STOCKHOLM

Following the introduction of our reusable cups at Stockholm Live venues, they expect to serve over 3.8 million drinks in these cups every 12-month period, which means that they will reduce their carbon footprint by approximately 52,440 tons per year compared to the use of plastic cups.



# Challenges for the future

- **Deposit system**
  - The deposit must be handled using existing cash register systems
  - The investment cost needs to be minimal for the customer
  - The system must be simple for all user at several POS
  - The system needs to be extremely fast handling several thousand returns at peak hour
- **CO2 calculations**
  - Fragmented existing calculation from cup supplier
  - Big driver at customer management level
  - The common understanding of the impact of reuse versus recycling



# B I G T H A N K S !



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