



The Frugal Cup | Photo source Frugalpac

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## A RECYCLABLE COFFEE CUP THAT IS TRULY RECYCLABLE



SUSTAINABILITY

**Frugalpac says it has created the first coffee cup that can be easily and completely recycled**

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30th April 2019

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**Takeaway:**

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95 million cups of coffee a day in 2018. Frugalpac estimates that around 2.5 billion are used and thrown away every year in the UK. A UK parliament report found just 0.25 percent of the cups were recycled in 2017. At the same time, a survey found that 89 percent of British consumers want packaging that is more sustainable. The Frugal Cup aims to make it easy to continue the coffee habit without generating as much waste. Springwise has recently spotted other innovations tackling waste, including recyclable diapers and plant-based packing material.