



Panda Packaging's reusable bamboo cups | Photo source [Panda Packaging](#)

[Innovation](#) > [Sustainability](#) > [Reusable bamboo coffee cup doubles as mobile loyalty card](#)

REUSABLE BAMBOO COFFEE CUP DOUBLES AS MOBILE LOYALTY CARD

 SUSTAINABILITY

The contactless scheme makes it easy to reduce single use plastic consumption

Spotted: The UK's Panda Packaging team have created a fun, easy way for customers to earn rewards from brands, while also reducing plastic waste. Panda Packaging's reusable bamboo cups include an integrated, contactless loyalty scheme. Customers sign up with no need to download an app. Businesses easily set and update rewards and now have the ability to seamlessly communicate with repeat customers at any time, not just at points of sale.

Although reusable coffee cups are available almost everywhere, most do not have any added functions. Customers using the Panda Packaging version can tap the cup onto a reader when ordering, and instantly earn a reward for their visit. Moreover, brands can more easily track return visits as well as offer associated products and services, even alerting individuals to time-limited offers. Companies can also use the loyalty programme to gather feedback.

Most of Panda Packaging's range of reusable products are made from bamboo and coconut, and all are available for wholesale orders.

From textiles to garden furniture and dog toys, bamboo is an incredibly versatile material. Springwise has spotted it being used in everything from [portable home offices](#), to parts of [sustainable new builds](#).

Explore more: [Sustainability Innovations](#) | [Retail Innovations](#)

29th April 2021

Email: hello@pandapackaging.co.uk

Website: pandapackaging.co.uk

Takeaway:

As global pandemic lockdowns begin to ease, more and more professional work spaces are becoming multi-functional and flexible. Fast growing, ecologically-friendly materials make modular retrofitting processes more affordable and accessible for businesses of all sizes. As city centres reckon with long-term shifts in building tenancies and footfall patterns, broader changes in uses of social spaces and urban housing requirements continue to bring climate change and well-being to the forefront of planning and building processes. Cross-industry collaboration with an emphasis on community engagement may become one of the more significant post-pandemic social changes.