

A matter of  
**substance.**



WinCup's Environmental Story

# PERFORMANCE WITH A PURPOSE



When it comes to going green, WinCup can hardly contain itself. Our company has a strong tradition of providing superior products and outstanding customer service. In today's world however, organizations like ours have an obligation to consider an even broader perspective: how our actions impact the earth.

Environmental sustainability is the right thing to do and we are committed to further reducing our carbon footprint each year. We work collaboratively with our customers and suppliers to have a positive impact on the planet, and our environmental engineer is responsible for continuously improving our performance in that realm. Yet, let's face it: packaging production – regardless of the material involved – consumes energy and produces waste and gas emissions. But in the environmental tale, foam has a reputation. **Turns out there's much more to the story.**

## What's Up With The Cup?



Foam cups have performance attributes preferred by foodservice operators. These products are valued for their excellent insulation properties with hot and cold beverages, moisture resistance and light weight. There is no need to double cup, napkin wrap or sleeve our products. WinCup achieves superior performance through better insulation. Another factor not to take lightly: polystyrene is cost-effective. When everyone is watching their bottom line, that's another crucial "green" resource to conserve.





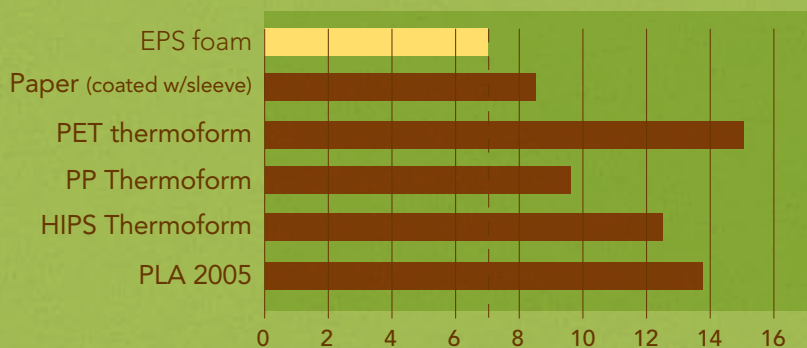
# Worth Another Look: The Big Picture



When you look at the big picture, there is substance to the environmental story of foam. Compared to the production of paper or plasticware products for foodservice, expanded polystyrene production consumes less energy, contributes less solid waste and emits fewer greenhouse gases.

## How Does Foam Measure Up?

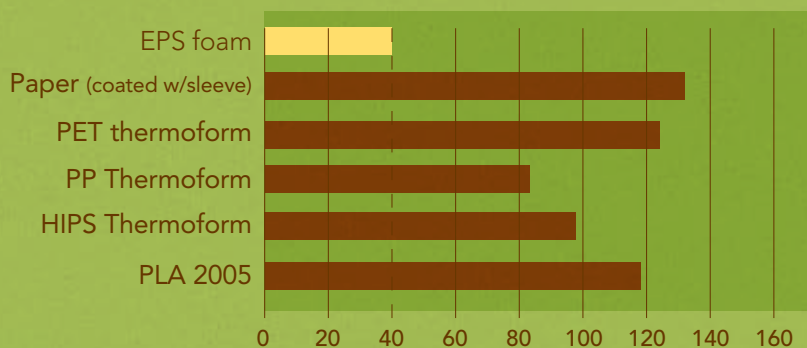
### Total Energy Consumption in MBtu/10,000 cups



### Compared to paper

- A minimum of 20% less energy is consumed during the manufacture of foam (EPS) cups versus sleeved paper cups.<sup>1,2</sup>

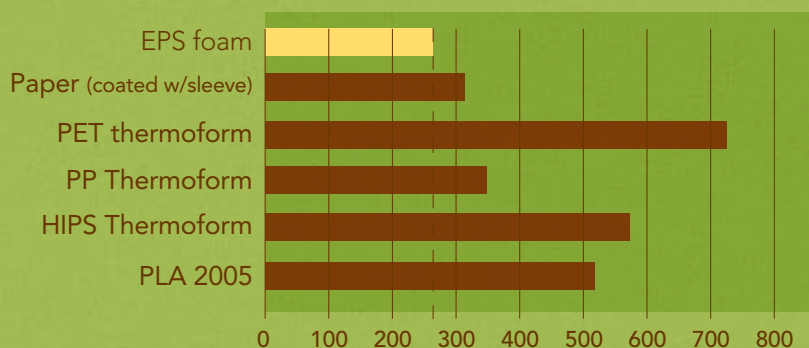
### Post Consumer Solid Waste in Kg/10,000 cups\*



20% of product is incinerated therefore solid waste is at 80% of total product weight

- A minimum of 3 times less post-consumer solid waste by weight is contributed by EPS cups compared to sleeved paper cups.<sup>1,2</sup>

### Greenhouse Gas Emissions Kg of CO2/10,000 cups



- A minimum of 19% fewer Greenhouse Gases are emitted into the atmosphere during the manufacture of foam (EPS) cups versus sleeved paper cups.<sup>1,2</sup>

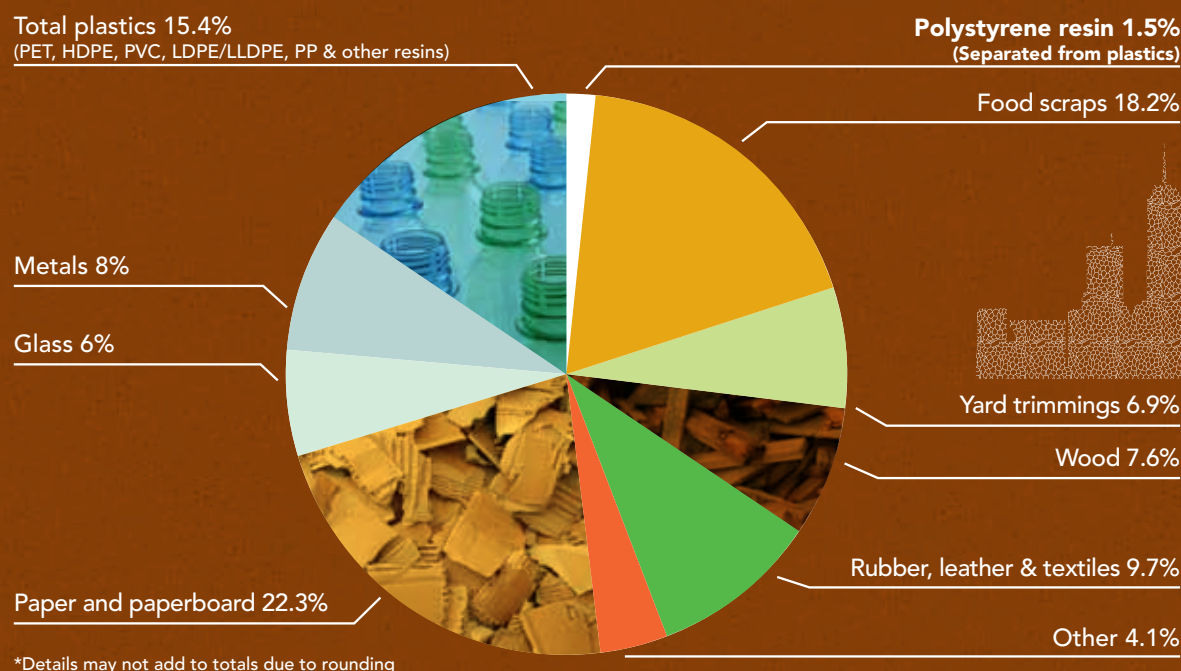
\*According to EPA regulations, municipal solid waste consists of everyday items such as product packaging, grass clippings, furniture, clothing, bottles, food scraps, newspapers, appliances and batteries.<sup>5</sup>

# Did You Know?

- Disposable containers are 2/3 less costly than reusable foodservice products when adding together the costs of dishwashing<sup>3</sup>
- 10,000 16oz paper cups require harvesting an average of 2.26 trees<sup>4</sup>

## Dig Into The Landfill Myth

The U.S. Environmental Protection Agency uses two methods to characterize municipal solid waste - the categories are **materials**, which includes paper, plastic, wood, etc., and **product** categories which includes containers and packaging as well as durable and non-durable goods. The chart below illustrates waste by material. In 2007, paper and paperboard made up the largest component of municipal solid waste discarded, accounting for 22% of trash, compared to 1.5% for polystyrene.<sup>5</sup> In addition, "Most single-use, coated paperboard foodservice packaging materials are not recycled because the coating and paper cannot be separated economically," indicates the American Chemistry Council.<sup>6</sup> Finally, recycled polystyrene represents an emerging market. A number of municipalities are instituting programs to reclaim this resource. In some cases, post-consumer recycled foam has been transformed into "green" building construction materials.



<sup>1</sup>Life cycle inventory of polystyrene foam, bleached paperboard and corrugated paperboard foodservice products; Franklin Associates, LTD March 2006 <sup>2</sup>Lifecycle inventory of five products produced from polylactide (PLA) and petroleum-based resins; Franklin Associates, LTD November 2006 <sup>3</sup>Dishwashing costs include electricity, gas, water, detergent, lime-away treatment, water softener service, maintenance and repair, lost and broken item replacement and labor ([www.fpi.org](http://www.fpi.org))

<sup>4</sup>Cf. Claudia Thompson, *Recycled Papers: The Essential Guide* (Cambridge, MA: MIT Press, 1992) <sup>5</sup>U.S. Environmental Protection Agency, November 2008 *Municipal Solid Waste in the United States, 2007 Facts and Figures* <sup>6</sup>"Take a Closer Look at Today's Polystyrene Packaging," American Chemistry Council, 2007



# Green Initiatives: Our Cup Runneth Over

WinCup's environmental initiatives extend beyond the products we create. Our green philosophies have changed the way we do business. Here's a glimpse of some of the initiatives we've instituted to achieve our environmental sustainability goals:

## **WinCup REDUCES: Less is Best**

- Reduced materials including corrugated packaging with up to 38% recycled content and thin-wall film for product packaging
- Reduced energy consumed in steam production through increased boiler maintenance
- Reduced water consumed through evaporation by installing a closed loop cooling tower
- Reduced natural gas used in steam generation through the installation of heat recovery systems
- Reduced water, chemical and gas usage through automated blow-down systems that continuously monitor water chemistry
- Reduced and improved air emission quality by:
  - Switching from high to low VOC (volatile organic compound) solvents in the production of printed/ decorated cups
  - Reducing the amount of VOCs in select raw materials
- Exploring alternatives to increase VOC capture and recovery

## **WinCup REUSES: Play it Again**

- Corrugated cases
- Super sacks that hold our EPS beads
- Wooden pallets
- Packing dunnage

## **WinCup RECYCLES: Many Happy Returns**

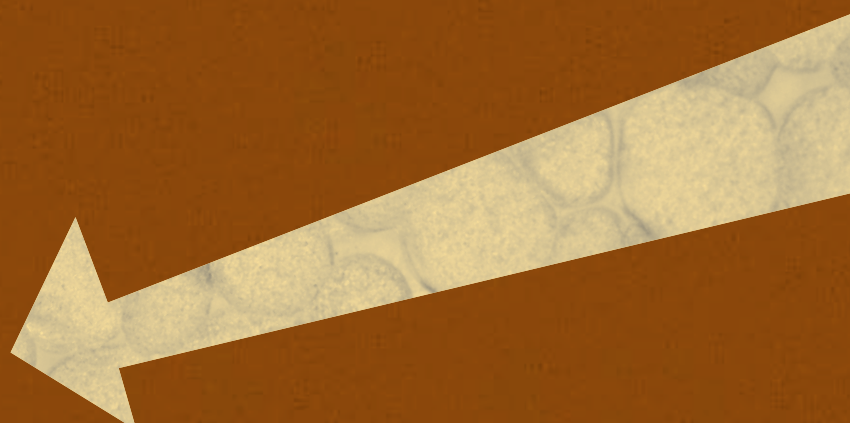
- Corrugated cases and dunnage
- Expanded polystyrene scrap by selling to foam peanut manufacturers
- High-impact polystyrene lid scrap internally
- Hydraulic and lubricating oils thru recovery for re-use in fuel blending or other applications

## **WinCup RETHINKS: Improved Solutions**

- We are transitioning to Forest Stewardship Council (FSC) or Sustainable Forestry Initiative (SFI) certified paper for printed marketing materials

## **WinCup RECOVERS: Finding a Better Way**

- Energy – by recovering steam from process boilers
- Resources and energy – by capturing, containing and destroying VOC pentane emissions in the manufacturing process. In addition to reducing/eliminating emissions, the capture and containment of pentane generates BTUs, which reduces natural gas consumption





## The Shape Of Things To Come

When planning your packaging purchases and sustainability endeavors, consider the bigger picture. WinCup foam products offer environmental benefits combined with performance. It's a package with substance. Have more questions? We welcome your inquiries. Please visit [www.wincup.com](http://www.wincup.com) or contact your WinCup sales representative.

## Who We Are

Based in Stone Mountain, GA, WinCup is a leading manufacturer of disposable polystyrene cups, bowls, containers, and lids. The company's seven manufacturing locations are committed to high-quality products and guaranteeing superior customer service. Customers in a variety of foodservice markets rely on WinCup's innovative product line of single-serve foam products for their outstanding performance and durability.



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