

1/2 **Re-Punch**

**repunch** / how does it stack up?



\* **Waste Reduction** - Repunch creates an incentive to reuse the to-go cup. If everyone participated in this program it would reduce waste by Five times.

\* **Resources Required** - The program needs two things to get started. One is to print hole punching areas on the cup. The second requirement is that the retailer must create a custom hole punch die.

\* **New or Existing Capabilities** - The program is a very analog solution to a complex problem. The concept uses existing manufacturing infrastructure. In this way, Repunch could be implemented for a relatively low cost.

\* **The Whole experience** - This concept will depend on the customer's willingness to reuse their coffee cups. The cups are relatively durable and as long as they are rinsed out after drinking the cups can be used multiple times.

We decided to test the stress of the cup by photographing 6 consecutive days of coffee.

**Solution**

Re-punch is a pretty straight forward & realistic solution to the disposable cup problem outlined in the design brief.

The program encourages consumers to re-use their cups through the use of hole punching.

Every time you return with your same cup, you get a (custom) hole punched on the bottom rim of your cup receive a larger percentage off.

On the sixth return, the retailer could offer a free drink.

\* **Waste Reduction** ♦ Repunch creates an incentive to reuse the to-go cup. If everyone participated in this program it would reduce waste by Five times.

\* **Resources Required** ♦ The program needs two things to get started. One is to print hole punching areas on the cup. The second requirement is that the retailer must create a custom hole punch die.

2/2

# Re-Punch

Creative's profile



**Johnphealy0**