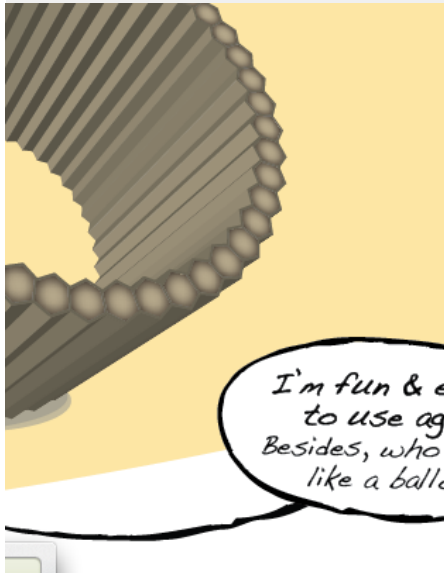


1/2 **ECOpromise**



Part 3: Inflatable/Reusable Sleeve

Shipped flat, these sleeves inflate via a one-way mouth piece located along the bottom edge. They are taller in proportion than the traditional coffee sleeve, so as to provide thorough insulation for hot and cold beverages. Constructed from corn-based plastic, these sleeves are both biodegradable and reusable a number of times.

Submitted to Betacup via Jovoto.com by:
Jonas Phillips (aka GraphikArtistry) ©2010

Solution

ECOpromise:

ECOpromise works because it's simple and responsible. It's a compromise: the customer buys a quality reusable cup and the coffee shop provides an ecologically responsible lid and sleeve. It resembles a contract, in which both parties agree that working together is the best way to save our natural resources.

ECOpromise is easily marketable and good for the environment. The cup sizes could be standardized allowing customers to take their own cups to different locations/stores/brands where they would then be able to find the right sized lids. The branding can be communicated entirely on the sleeve. Not having to produce disposable cups means less cost/waste for the provider.

As a daily coffee drinker I've tried a number of different options to get my fix. To save money, I've brought my own coffee, cream and sugar to the office. What I've

2/2

ECOpromise

Creative's profile



graphikartistry PRO

Art Director/ Graphic Designer