

1/2 **Vero cup**



Solution

The vero cup is a consolidated compostable alternative to the classic paper cup. The vero cup creates an enclosed coffee lid with three easy folds. This eliminates the need for plastic lids. This is important because the plastic lids that are currently being used take generations to decompose. The current coffee cup that uses paper and plastic also presents the problem of separation. One must remove the lid in order to recycle it, and then throw the paper section in the trash. This added step discourages users from recycling. The vero cup is made up of recycled paperboard that is coated with biodegradable biopolymer. Biopolymers are renewable, carbon neutral, compostable, and sustainable. This allows the customer to easily discard the entire cup into a compost bin.

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Drink Sustainably

beta^{cup}

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Vero cup

Creative's profile



jollygreengiant PRO

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jovoto

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