

# Cup Glory

*Diminutive in stature, the hot cup is an integral giant of the industry. Here, Café Business takes a look at what's new in the sector.*



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## All change for Benders

With the recent divestment of the Benders napkin and tabletop business, Benders has re-launched the business as the Benders Paper Cup Company with a new logo and a newly consolidated position as Europe's largest dedicated paper cup manufacturer, based in the UK. With new staff joining the business and a raft of new investments



coming on line, Benders Paper Cup Company says it is ideally placed to respond to the demands and opportunities being created within both the UK and mainland Europe.

"2010 is shaping up to be an exciting year for the business," said Benders MD Andy Cunliffe. "As all we focus on now is paper cups we have the resource and commitment to ensure our customers get exactly the right product. With one of the largest ranges of unique products in the market, we can support the needs of every type of customer from the smallest to the very largest."

As part of its commitment to the environment, Benders Paper Cup Company says it not only makes all paper cups in the UK using ethically sourced raw materials from sustainable, managed forests, but where possible, manages the impact of its business by sourcing and supplying locally.

[www.benders.co.uk](http://www.benders.co.uk)



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