



TICKING BOXES

Is it difficult to find a product which keeps everyone happy - the average consumer, by 'doing the job' efficiently; the eco-warrior, by having minimal impact on the environment; and the café owner, by being a good 'brand ambassador' for the establishment?

No indeed; and it may surprise you to know, dear reader, that this type of product is not necessarily the newest on the market.

The Milano Barrier hot cup, by **Benders Paper Cup Company**, is one of the UK's favourite designed paper hot cups in the coffee to go sector as sales continue to grow and the iconic design has been seen in a number of national television programmes of late.

The Barrier hot cup incorporates a licensed technology exclusive to Benders in Europe, is nothing like any other paper cup in the market (we're told) and offers high performance insulation superior to a single wall cup, ideal for coffee or tea 'on the go' and with no need for double wall cupping or additional sleeves.

"Though the Milano designed cup has been in the market for a number of years, its design seems to be timeless and we are delighted that we are still seeing strong demand for the Barrier cup here in the UK and a lot of interest from Europe," says Daniel Sharp, coffee to go account manager. "We have developed a



■ Benders' iconic Milano hot cups seem to tick all the right boxes

number of exciting new designs for customers who like the textured material and ability to emboss on the cup to create a point of difference in the café environment."

Milano Barrier hot cups are available in 4oz, 8/9oz, 12oz and 16oz sizes. As part of its commitment to the environment, Benders not only makes all paper cups in the UK using ethically sourced raw materials from sustainable, managed forests, but is also an active member of the Paper Cup Recovery & Recycling Group.

