Plastic Cups

**Research and Product Development**
- Raw materials needed are petroleum and natural gas
- Pigments added to make color of cup
- Flame retardants are added
- Most products are brought from Saudi Arabia or made in the United States
- Thermoplastics are used so they can be easily recyclable

**Marketing**
- Commercials used to mainly advertise them for parties and events
- Also advertise that they are recyclable as a reason for buying
- Cheap and disposable
- 50 years decomposable

**Manufacturing**
- Uses compression molding to force plastic into a certain shape under high temperatures
- Manufactured into shapes and cooled quickly
- Formed to be easily stacked within one another

**Packaging**
- Formed to be easily stacked to minimize space
- Packed in recyclable and reusable plastic bags
- Conveyor belt transports product into truck

**Sales, Distribution, and Transportation**
- Easily transported to convenient stores and supermarkets
- Sold typically in bulks ranging from 20-100 cups to general public
- Advertised through the internet, newspapers, and coupon books
- Song “Red Solo Cup” by Toby Keith

**Consumer Use**
- Mostly used for parties and social events
- Low individual value to create high consumption rates
- Also used for games, arts & crafts
- Can be used for storing small materials such as pencils
- Over 1.5 billion produced, sold, and used every year

**Final Disposition**
- Recyclable
- Shredded/Melted and used for other products or reused to make more cups
- Brought into landfill and decomposed in 50-250 years
Works Cited