Coffee Cups

Coffee is more than just a shot of energy to start your day. It has become an affordable luxury for most and this is how it has become the 81 billion dollar-a-year global industry it is today. In America alone 587 million cups of coffee is being consumed which is an average of three cups per day per person. Unfortunately, not everyone has the luxury of having the time to enjoy their coffee at home. This lead to a big push for on-the-go coffee cups, bringing us to the product we are talking about today, reusable and recyclable coffee cups.

For the recyclable existing coffee cups most are made by using a thin and flat layer of cardboard with the plastic firmly glued on it. then during the process the cardboard is formed into the cup. However during this process for the recyclable coffee cups no chemicals are being used where it would make it easier to develop the cups with a number of procedures where the coffee cup itself can be recycled 7 times just like newspapers.

During the Development of the cup a thin layer of plastic film is glued on the paper while it's flat so it gives it a strong composition to handle the heat. Also the film itself is bonded very closely to the paper where it provides a waterproof layer to the cup so it can prevent any leaking and so that it won't go soft. After this process everything is pressed together from the top to the bottom as it will give it the normal standard look of a coffee cup. This process always goes by finishing the cups first and then applying the coffee proof liner which prevents the leaking. Since no chemical are being used in the recycled coffee cups and that its only cardboard and plastic which are glued together with the coffee liner to form the cup, so the paper is easily recycled during this process.

For the reusable Coffee cups do you realize that amid the assembling process, paper espresso containers are overlaid with a plastic tar called polyethylene? This keeps drinks warm and keeps the paper from engrossing fluids and spilling, yet the plastic likewise keeps the container from being reused.

Require any more persuading? How about we investigate the numbers: 16 billion paper mugs are utilized for espresso each and every year. This means more than 6.5 million trees chop down, 4 billion gallons of water squandered, and enough vitality used to control about 54,000 homes for a year.

Although stainless steel was excluded in this life cycle, the late appearance of steel water containers and travel mugs has scarcely gone unnoticed. One natural counsel supplier has assessed that you would need to utilize a stainless steel mug around 170 times before it would make back the initial investment with a Styrofoam container. In any case, steel is additionally hardier than other reusable materials, and another writer suggests
stainless steel over different mugs incompletely for its look, and somewhat on the grounds that it for the most part has a high reused content.

Everyday many people decide that they need coffee, however many times these people do not have the time or resources make coffee at home or go to a restaurant to sit down and enjoy a cup of coffee. With the busy and fast paced lives of the average person, we require and on-the-go solution for our coffee consumption. Earlier forms of paper cups that were non-recyclable caused billions of cups, millions of trees, and huge amounts of greenhouse gases in the environment each year. "As drinking coffee becomes even more popular, the disposable cup has become an iconic and highly visible symbol of waste and negative environmental impact," said Drew Beal, Chief Environmental Optimist, Kill the Cup. This is why today we are going green and finding ways to make changes to our lifestyles and start to reduce, reuse, and recycle everything and anything possible to save our environment. The marketing strategy for these cups is simple. They give people the same convenience as the original paper non-recyclable or reusable cups, but with the addition of being environmentally friendly they give us no reason to use the older cups anymore. The reduction of our carbon footprint is something that we as society have been working at for a long time. It is not something that can be changed overnight, it is a long process that requires many advances in technology to become a more efficient global society.

As Americans, we go through an average of 23 billion paper coffee cups yearly. Manufacturing a disposable paper coffee cups is a lot more complicated than one would expect. The whole process require many different resources, but with an emphasis on water, energy, and many trees. As everyone knows by now, paper comes from trees so it is no surprise that they are needed in mass quantities in order to manufacture these cups. The first step is to harvest the trees so that they then can be turned into wood chips. These would chips are then cleaned so that all of the dirt from them is washed away with water and processed. The manufacturers then have to wait for the paper’s pulp to dry so that they can press the fibers together to create the paper for the cup. This is the typical way of creating the paper cups, yet there are about five different types of styles that finish off the creation of these cups. Air pocket insulated, poly-coated paper, post-consumer, sustainable, and wax coated paper are the different types of on the go coffee cups. The difference in manufacturing for these five cups is the materials that are used for insulation purposes. If it is air pocket insulated, there is no wax used for insulation. It is simply an inner and outer layer with a thin air layer in between. Poly-coated disposable cups use a polymer coating in order to help insulate the cups. Post-consumer cups are created using post-consumer fibers. Sustainable disposable paper cups are made with 100% renewable resources.
Lastly, wax coated paper cups use wax coated paper in order to obtain insulation for the cups.

Packaging refers to the product strategy with the design of a series of activities in the container. The basic role of packaging is to protect the goods from various changing environments, such as temperature, humidity, deformation, pollution, and preservation, etc. Because of the environmental changes the packaging has to include multiple levels of material. As the cups are subject to be deformed by external impact, therefore, the first level of packaging material requires to be closest as well as strong to protect the products directly. The next level of packaging is the protection of the first level of packaging material to cover the defects from the first level of material. The last level of material is easy to be affected by external conditions because it meets more powerful environmental changes which can affect a durability of the products during product transportation or in inventory for storage. Therefore, it needs to get endurable capacities; effective moisture, heat, anti-cold, anti-volatile, anti-brittle deformation effects. For storage efficiency the packaging material can minimize an occupying space but maximizing a load in transporting vehicle or in inventory. This is why we use box as the final packaging material of general product.

In 2015 statistics show that among the coffee drinkers the average consumption is 3 cups of coffee per day, in which Specialty coffee sales are increasing by 20% per year and account for nearly 8% of the 18 billion dollar U.S. coffee market. The average cup size is 9 ounces in which 30% of the United States population drink occasionally. Also in the U.S people consume 400 million cups of coffee per day making the United States the leading consumer of coffee in the world. If we talk about the different type of drinks in the coffee cups on average

On an average, 250 Cups of espresso and coffee drinks are sold per day. If we look at a certain company like starbucks they sell their reusable cup for 1$ which will give them approximately 65 million dollars if the 235 million americans who are able to drink coffee consume from it. This type of business is great on both hands as it cheap to manufacture and cheap for the customers and will lead to less trash at each household.

When it comes to coffee cups distribution, if we look at one particular company Keurig Green Mountain other than starbucks where it dominates 70% of the market. Keurig Green Mountain struck this arrangement on August 22, to bring the Kraft’s marked espressos it’s mainstream segment pack groups. The expansion of Kraft’s espresso brands, for example, Maxwell House, Gevalia and Yuban to the Keurig family will build refreshment choices for Keurig’s clients.

In the course of the most recent six months, Keurig has gone into a few appropriation manages a percentage of the top retail chains and espresso brands, with the thought process of quickening its top line growth where it distributes its cups throughout America in a much cheaper price than other competitors. Also according to the Mintel Research group, in 2013, single cup coffee sales rose to $3.1 billion, up 213% from 2011,
although it still accounts for half the volume of regular coffee and they expect the revenues to be around $6 billion dollars in 2015. For transporting coffee cups from the manufacturer are easily packed together whether it’s a reusable or recyclable cup. However the main issue when it comes to transporting them is the fixed amount of coffee cups to a certain buyer as the consumption per capita is different in every state in the United States. Also the boxes used to cover the cups must be in a certain volume so that the cups don’t get squished and get back to the manufacturer to produce again or recycle them. Lastly transporting the cups isn’t expensive for the company as all they need is a truck company where it’s willing to put miles in or a supply plane so they can import their product.

Every morning, thousands of Americans are too busy to take time out of their morning to drink their coffee out of a cup. This then requires these people to need to take their coffee on the go. Most are just inclined to use a paper coffee cup because of the ease. A study showed how on average every american drink about 3 cups of coffee per day, this means that three paper cups per person are being used every day. Most of these paper cups are recyclable. Therefore when these people use these on-the-go coffee cups they then throw them out and/or recycle them once they are done drinking their delicious cup of coffee.

The final resting place of the recyclable coffee cups is in our everyday lives. They can be broken down and made into newspapers from the paper structure, the plastic coating can be separated, melted, and remolded for additional use, or the cups can be reused until unusable anymore due to wearing or tearing. No matter what though having recyclable, or even biodegradable, coffee cups will help our environment because it will cause less pollution from landfills and factories. In the words of Dunkin Donuts, “America Runs on Dunkin” however, the world runs on other energy and the best way to clean up that energy is to reduce, reuse, and recycle.

Sites:


http://www.forbes.com/sites/samanthasharf/2014/05/07/mondelez-to-take-bigger-sip-of-81b-global-coffee-industry-with-de-master-joint-venture/#52efa9703c14
