








## Foam vs Paper

# RethinkFoam

## Environmental Impact of Foam vs. Paper Cups

| Foam Advantage  | Paper Advantage | Environmental Topic | Fact  | Source   |
|---|-----------------|---------------------|---|--|
|    |                 | Energy Consumption  | <u>It takes 50% Less Energy</u> to produce a Foam Cup vs a Paper Cup  | <i>Franklin &amp; Associates 2006 LCI</i>  |
|    |                 | Water Consumption   | <u>20-30% Less Water</u> is used in production of a Foam Cup vs a Paper Cup.  | <i>Franklin &amp; Associates 2011 LCI</i>  |
|    |                 | Water Pollution     | <u>1000 times Less</u> waterborne oxygen demanding pollution is created in the production of a Foam Cup vs a Paper Cup  | <i>CE Tech based on Martin Hocking study &amp; Franklin 2006 LCI</i>   |
|    |                 | Greenhouse Gases    | <u>46% Less Greenhouse Gas</u> emissions are created during the manufacturing of a Foam Cups vs a Paper Cup.  | <i>Franklin &amp; Associates 2006 LCI</i>  |
|   |                 | Landfill Space      | All Foam products take up <u>Less than 2% of landfill space</u> by weight.  | <i>US EPA November 2008, "Municipal Solid Waste in the US"</i>   |
|  |                 | Recycling           | <u>Foam is Recyclable*</u> , Paper Cups with poly linings are not   | <i>Cascade Policy Institute 1998 Policy Insight, "Paper Waste" by Angela Eckhardt</i>  |
|  |                 | Litter              | Foam constitutes <u>Less than 1.5% of litter</u>  | <i>May 2012 Environmental Resources Planning "The Contribution of Polystyrene Foam Food Service Products to Litter, Final Report"</i>  |
|  |                 | Access to Recycling | In the the Top 50 U.S. cities, <u>50% of the population have direct or indirect access to EPS (FOAM) disposable Foodservice recycling</u> ; only 10% have direct or indirect access to paper disposable foodservice recycling | <i>Access to Recycling: Expanded Polystyrene Food Service Items; Access to Recycling &amp; Composting Paper Foodservice items 50 Most Populous US Cities &amp; 50 Most Populous CA Cities; Moore Recycling Associates, Inc, May 2012</i> |

*\*Foam is only recyclable in the few communities that have appropriate recycling facilities*

## WinCup Manufacturing: Reduces, Re-Uses, & Recycles

WinCup's environmental plan extends beyond the products we create. Here's a glimpse of some of the initiatives we've instituted to achieve our environmental sustainability goals:

| WinCup Reduces  | WinCup Reuses  | WinCup Recycles   |
|---|--|---|
| <ul style="list-style-type: none"><li>• <b>Energy</b> consumed in steam production through increased boiler maintenance</li><li>• <b>Water</b> consumed through evaporation by using a closed loop cooling tower</li><li>• <b>Natural</b> Gas used in steam generation through the use of heat recovery systems</li><li>• <b>Water</b>, chemical and gas usage via automated blow-down systems</li><li>• <b>Electricity</b> usage through low pressure air and lighting systems</li></ul> | <ul style="list-style-type: none"><li>• Corrugated packing cases</li><li>• Super sacks for EPS beads</li><li>• Wooden Pallets</li><li>• Packing Dunnage<br/><i>(plastic/paper wraps)</i></li></ul> | <ul style="list-style-type: none"><li>• Expanded Polystyrene scrap via foam peanut makers</li><li>• High impact lid scrap internally</li><li>• Hydraulic and lubricating oil.</li><li>• Scrap foam into "upcycled" products</li></ul> |

At WinCup, the environment is always on our mind!

Click here to learn about WinCup's Vio Cup, the world's most bio-degradable foam cup.  
Download our "Environmental Story" and learn more about why environmental sustainability can have a positive impact on our planet.