

## **Geocup Overview**

The hot cup with cool zones.

(geocup.com)

Geocup: Disposable, rolled rim container and dome-shaped cover

U.S. Patent No.: US 6,488,170 B1

**What is Geocup?** Geocup is a recyclable paper hot cup to-go that minimizes paper use without sacrificing comfort or safety. It is optimally insulated by dual cool zones and topped by a safety-sip lid that fits all cup sizes. Geocup is composed of forest-free fiber blends and non-toxic chemistry and it utilizes current cup technology to produce a price-competitive package.

**Why Geocup?** 58 billion paper cups are thrown away (linear material flows) every year in the U.S.—imagine paper cups within cyclical (re-cycle) material flows? Geocup wants you to think about packaging—sustainable packaging. The plastic travel mug is sustainable packaging because it's used repeatedly saving shrinking non-renewable resources. The Geocup is sustainable packaging because it's made from renewable resources and uses less of them more creatively. After use it is recycled into paper, energy or compost with no toxic legacy. Geocup is a harbinger of the eco-economy—products that affect the triple bottom line: people, planet and profit. If Geocup makes you think about packaging, maybe you'll use your travel mug more often too.

**What does Geocup cost?** The lion's share of a hot cup's cost is paper. Standard cup sidewalls are kept thin to minimize manufacturing costs, but at the price of thermal comfort. The current insulating trends of triple-wrapped cups, double cupping and cup sleeves increase paper use (+125%, +100% and +40% respectively) and therefore the cost of the cup system—and cost to the Earth. Geocup's dual cool zones focus cup insulation only where it is needed: under the two square inches of grasping fingertips. Geocup's cool zones minimize paper insulation (+10%) but not comfort—so more value for less cost per specialty hot cup.

**When will Geocup be available?** Currently, Geocup is only available as a near perfect prototype. Mass production and distribution of Geocup is possible within a year but only with your support. So whether you are a roaster, retailer, manufacturer or natural brew lover, visit us at [geocup.com](http://geocup.com) and join the campaign to make Geocup real in 2010.

Good Health,  
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