Executive Summary

Geocup: the hot cup with cool zones.
(geocup.com)

Introducing Geocup, v.1, the recyclable paper hot cup to-go that minimizes paper use without sacrificing comfort or safety. Geocup is optimally insulated by dual cool zones and topped by an 8-port safety-sip lid.

Retailer's Objectives

- The cost of the paper represents roughly two-thirds the production cost to make paper cups. Geocup is price competitive with current hot cup systems including triple-wrapped cups, double-cupping and paper sleeves. Geocup uses 125%, 100% and 40% less paper respectively and avoids the redundant printing of cup sleeves.
- Geocup is environmentally superior to current paper hot cups. Its full production cupstock is unbleached 50/50 fiber blends (50% post-consumer recycled fibers and 50% non-wood and/or tree farm fibers). And, the plastic films used for the cup's moisture barrier and thermoformed lids are totally chlorine-free (a highly reactive chemical).
- Geocup complements a retailer's image or "tatamae". The cup's earthy colors, the texture of its sidewall strips, and its organic lid design all combine to project the values of progressive companies.

User Safety & Convenience

- For sensitive fingers, the Geocup system provides insulating sidewall strips or cool zones. These opposing, full-height strips are easy to grasp and add stability to the cup's sidewall.
- The 8-port safety-sip lid controls the cup's 200º F liquid content. Any drink port, when opened, creates an internal splash guard slowing the flow of hot liquid to the user's lips.
- All current hot cups require a single alignment: drink opening to mouth. Geocup also requires only one alignment: fingers to insulating strips. User aligns fingertips with sidewall strips, opens port above the thumb and sips safely.

Full-Cost Pricing

Pricing goods to their "full-cost" means that the purchase price reflects not only production and use, but also material extraction and processing upstream as well as recycling and disposal downstream. Geocup strives to embrace this full-cost principle in the following ways:

- Minimizing material processing impacts: Using recycled fiber instead of virgin fiber saves water, chemicals and energy. Using plant fiber instead of tree fiber saves pristine forests and avoids logging roads and forest mismanagement.
- Minimizing recycling and disposal costs: Using non-toxic chemistry in the cup's creation assures no toxic legacy in its transformation to another use.
- Using chlorine-free materials: No chlorine bleaching of its paper and no using plastics containing organochlorines.
- Using vegetable-based printing inks.
- Leveraging existing production capital: Retooling of the primary or cup forming machine and off-line ancillary forming processes, i.e. attaching opposing insulating strips.

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