

# Custom Branding

## Reusable coffee cups



Reusable coffee cups customisation guidelines  
January 2018

**BioPak**  
It doesn't cost the earth

# Custom branding

We'll brand our products with your logo (minimum quantities apply) and you get free storage for up to 3-months. Contact us for extended storage plans.

Our pay-as-you-use\* offering means you simply order and pay when you need it. There is no deposit required and we provide free cup artwork.

Reusable coffee cups have a recommended shelf life of 12 months from date of production.

Free storage

Free artwork

No deposit

Draw & pay as you need\*



## Custom branding is available on:



### Paper cups & bowls

MOQ: 50,000 units

Delivery: 8 weeks

Shelf Life: 12 months



### Clear cups & bowls

MOQ: 50,000 units

Delivery: 8-10 weeks

Shelf Life: 24 months



### Reusable cups

MOQ: 1,000 units

Delivery: 12 weeks

Functional Life: 12 months



### Cutlery

MOQ: Various

Delivery: 8-10 weeks

Shelf Life: 12 months



### Napkins

MOQ: 30 Cartons

Delivery: 8 weeks

Shelf Life: Indefinite



### BioBoard

MOQ: 30,000 units

Delivery: 12 weeks

Shelf Life: Indefinite



### Straws

MOQ: 100,000 units

Delivery: 8 weeks

Shelf Life: Indefinite

\*Pay-as-you-use customers must indicate that product will be drawn and paid for evenly over a maximum of 6 months. If product cannot be drawn in this manner, we can still provide custom products but different payment plans will have to be discussed.

# Customise your BYOCup

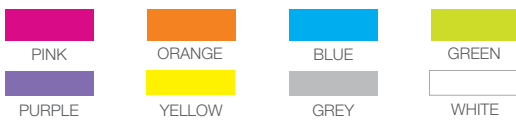
Free custom colours and printing for orders above 1,000 cups

## 1. Choose your cup size

There are three sizes – 8oz, 12oz and 16oz

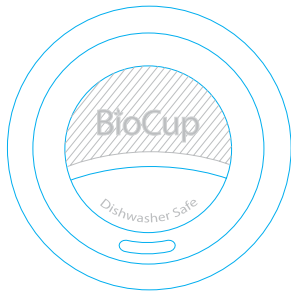



## 2. Choose your cup colour at no extra cost

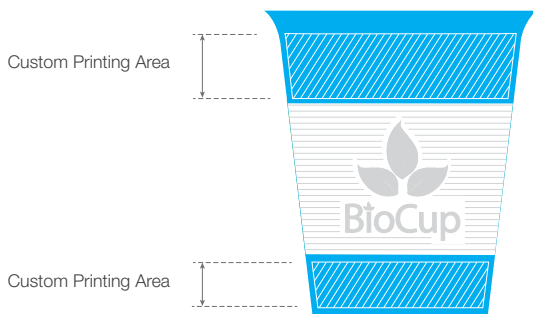


Pick one colour for the cup from the table above (one colour/1,000)

If the colours above are unsuitable, custom colours are available at \$100 for each production run (min 1,000/size)



 Custom embossing areas of silicon band and lids



Custom Printing Area

Custom Printing Area

## 3. Choose your quantity

We offer free cup printing for a minimum order quantity of 1,000 per size and colour

## 4. Send us your logo/message for free printing

Free artwork setup

Colour printing available

One version/print run of 1,000

## 5. Embossing and colour variations available on the band and lid

Embossing is free but a one-off tooling fee of \$2,000/size applies

Free artwork setup

Standard colours for sleeve and lid are green or white. If you require a custom colour the minimum order quantity is 3,000 units

If you opt not to custom emboss the bands and lids they will have the BioCup branding, as illustrated below

## 6. 12-week turn around time

12-week turnaround from artwork approval to delivery

## 7. No deposit and free pay-as-you-go storage

No deposit required

Free pay-as-you-use\* storage for 6-months, subsidised storage rates available thereafter

Pay-as-you-use system allows you to request and pay for what you need, as you need it

You can draw down one carton at a time

## 8. Guaranteed same day dispatch on all orders

All orders dispatched same day (conditions apply)

## 9. Ongoing logistics management

We monitor your stock levels to ensure you never run out

\*Pay-as-you-use customers must indicate that product will be drawn and paid for evenly over a maximum of 6 months. If product cannot be drawn in this manner, we can still provide custom products but different payment plans will have to be discussed.

# Print specifications

## Colour

Reusable bioplastic cups can be printed with your custom design in up to 2 colours

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Colours must be Pantone Coated (C)

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Colours must be 100% opacity (no transparencies or tints)

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Metallic or fluorescent colours cannot be printed

## Resolution

Artwork must be supplied at a minimum resolution of 300dpi at 100% scale

## Vector graphics

Vector images must be Pantone Coated colour (C)

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Pantone colours can only be used on artwork with a limited colour range (max 2 colours)

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Line work in vector images must be 1 point or greater

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Small graphics can not be printed

## Text

All text within artwork must be 10 point or larger

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Text in final artwork must be converted to outlines

## Copyright

All images provided in artwork/or provided to BioPak for artwork must comply with copyright and be the property of the client

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All fonts in artwork and/or provided to BioPak for artwork, must comply with copyright and be the property of the client

## Scaling of artwork

Artwork concepts created by BioPak are made at an 8oz cup size only unless specified by the client

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BioPak will artwork/coordinate the artwork of the approved design to the required cup sizes as required

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Artwork will be scaled to the clients required custom cup order sizes only

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Revised artwork on scaled material must be clearly briefed to BioPak

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Artwork scaled during the development of proofs is the property of the printer and cannot be altered

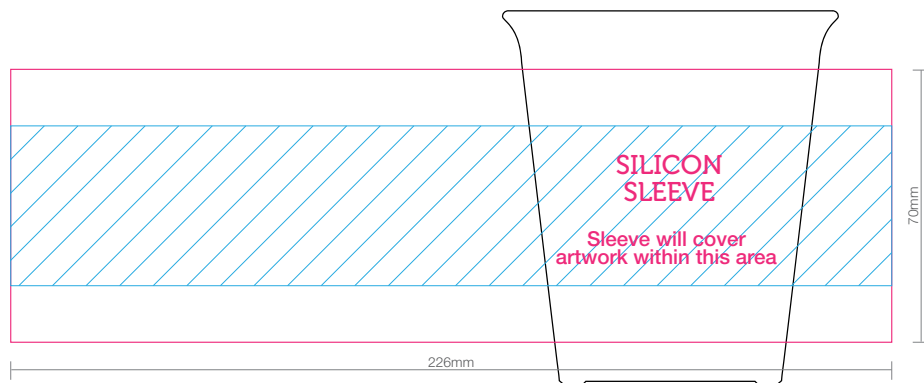
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Scaled artworked files developed by the printer (working files) will not be provided back to the client

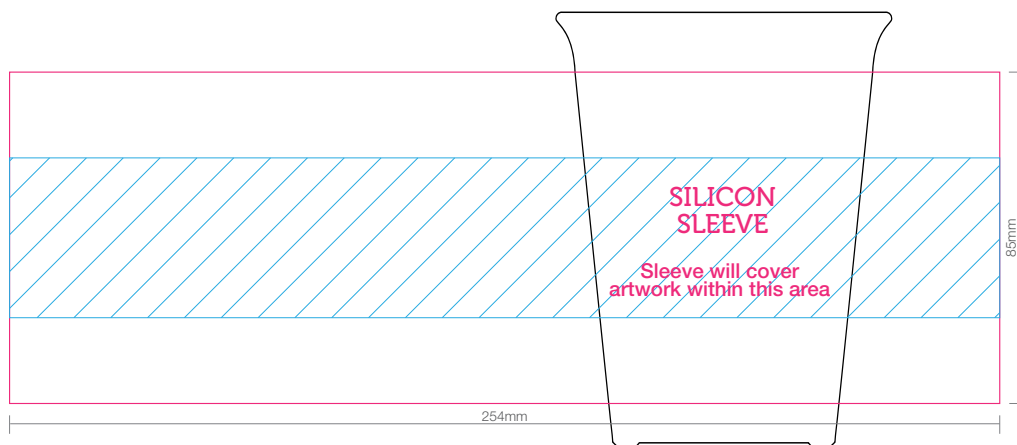


# Print areas

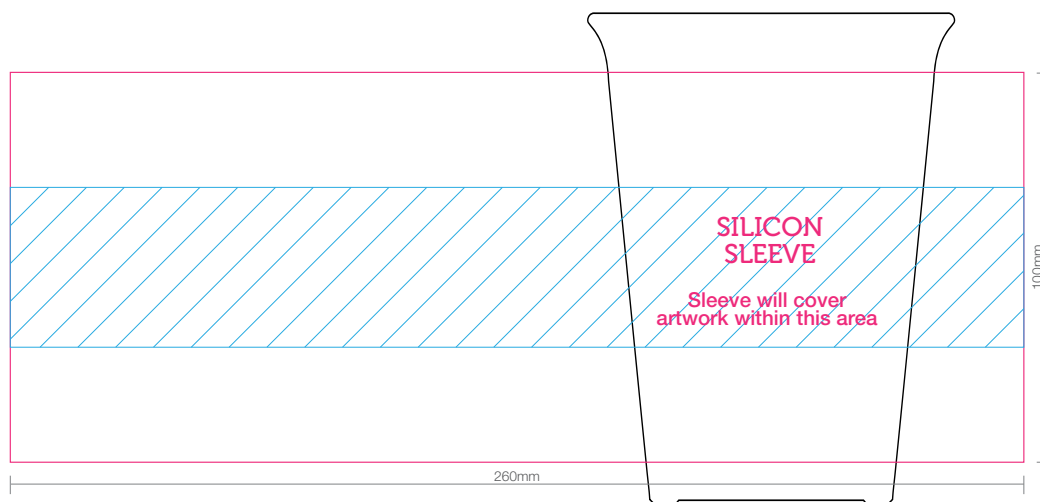
## 8oz BYOCup



## 12oz BYOCup



## 16oz BYOCup

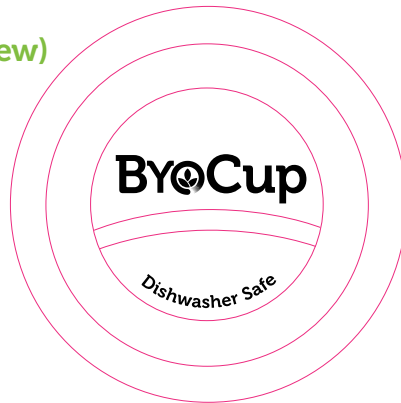


# BioCup logo use

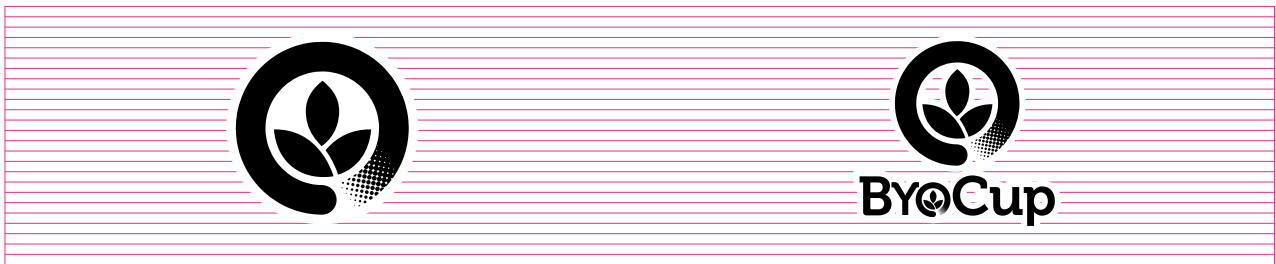
BioCup's can make a real difference to the customers that buy these products and to the vendors that offer the products. The BioCup logo visually supports the message that our products are made from bio-based resources of high quality, innovative and are fundamental to our mission of providing affordable and innovative plant-based packaging solutions.

Consistent use of the BioCup brand is essential to ensure that our message is being communicated clearly. Please follow the rules outlined below. If you have any questions at all, please call us.

## Silicon lid (top view)



## Silicon sleeve



# Customise the silicon band and sleeve

## Costs

Custom Branding of Silicone sleeve and lid are available. Tooling cost or custom orders is \$2,000

## Embossing

Branding of the Sleeve and Lid is an emboss (impression). The silicon sleeve and lid cannot be printed.

## Colours

Standard Silicon Sleeve and silicon lid colours are White or Green

Custom colour for silicon Sleeves and lids is available for quantities over 3000 units

Custom colour can be any Solid Pantone range colour excluding fluorescent and metallic colours