

# Custom Branding Clear cups & bowls



Clear cups & bowls customisation guidelines  
April 2017

**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 offer means you simply order and pay when you need it. There is no deposit required and we provide free graphic design services.

Free storage

Free artwork

No deposit

Draw & pay as you need



## Custom branding is available on:



### Paper cups & bowl

MOQ: 50,000 units

Delivery: 8 weeks



### Clear cups & bowls

MOQ: 50,000 units

Delivery: 8-10 weeks



### Reusable cups

MOQ: 1,000 units

Delivery: 12 weeks



### Cutlery

MOQ: Contact BioPak

Delivery: 8-10 weeks



### Napkins

MOQ: Contact BioPak

Delivery: 8 weeks



### BioBoard

MOQ: 50,000+ units

Delivery: 12 weeks

# Customise your cups or bowls

We offer free custom branding for orders of 50,000 cups or more

## 1. Select cup size and type

150ml, 200ml, 280ml, 300ml, 360ml, 420ml, 500ml, 600ml & 700ml

## 2. Choose your quantity

The minimum order quantity of 50,000 per size for a single colour

## 3. Send us your artwork

Free design and artwork setup

High quality printing

Standard clear cup printing is single colour only, additional colours can be printed for a fee of \$5.00 per colour per carton

No plate costs

## 4. BioPak endorsement

We recommend incorporating the trusted BioCup or BioPak logo along with an environmental message into your artwork

## 5. 8-week delivery lead time

8-week turn around from artwork approval to delivery

## 6. No deposit and free storage

No deposit required

Free storage for 3 months. Subsidised storage rates available thereafter

Our pay-as-you-use system allows you to order and pay for what you need, when you need it

You can draw down one carton at a time

## 7. Same day dispatch on all orders

All orders placed before 1pm in most metro areas will be delivered same day (conditions apply)

## 8. Ongoing inventory management

We monitor your stock levels to ensure you never run out



AUS 1300 246 725  
NZ 0800 246 725  
E sales@biopak.com.au  
biopak.com.au

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

# Print specifications

### Design notes

Use our supplied artwork templates.

Check all design elements by printing the artwork, cutting to the template shape and wrapping onto the required cup/bowl size

Care should be taken ensuring logos and design elements are proportionally the same across cup sizes as required. Take care when placing logos on two sides of the cup that they appear exactly opposite each other

Ensure artwork aligns at the cup/bowl seam

Artwork to be supplied in vector format in solid colours

Artwork can only be printed in solid Coated Pantone colours

Metallic and fluorescent colours cannot be used

Standard clear cup printing is single colour only, additional colours can be printed for a fee of \$5.00 per colour per carton.

Colour printing is limited to four colours.

Up to six colours can be printed for orders above 200 cartons.

Line work must be 0.5 point or greater

Text must be 5 point or larger

Convert all text to outlines and embed all images

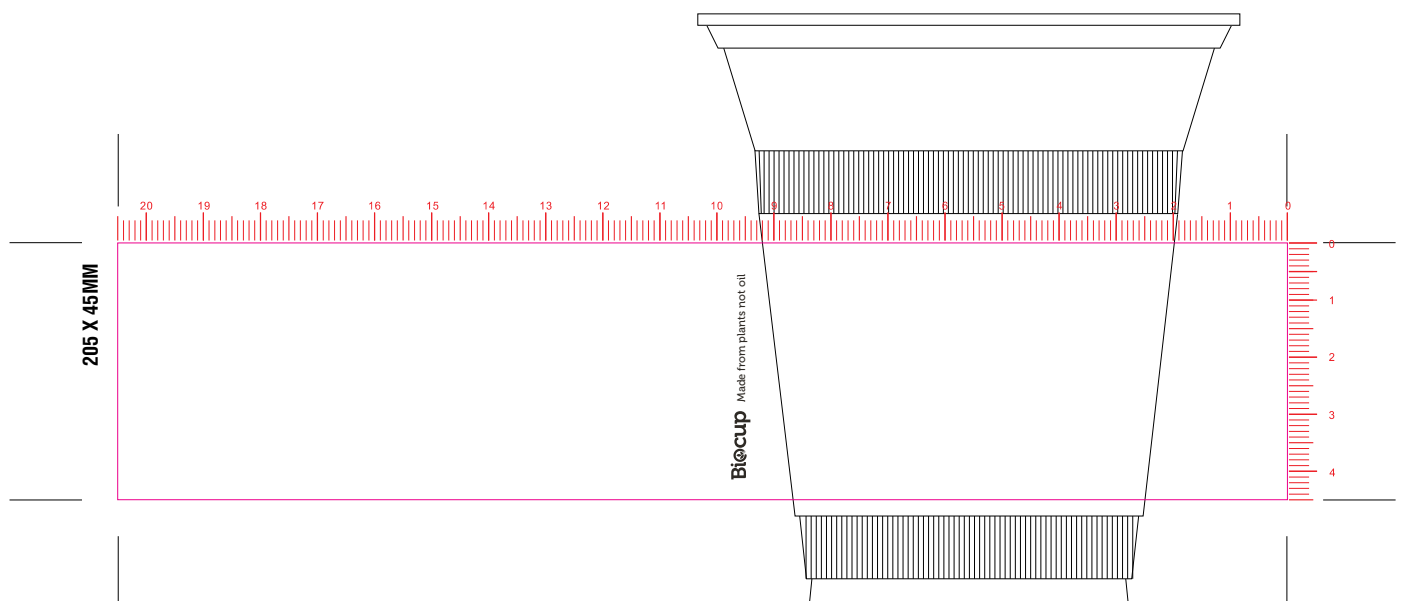
### Copyright

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

### Templates notes

Print safe area marked by the solid line. Artwork that extends beyond this line will not be seen on the cups. Keep all key info 3mm within the print area. To test on a cup, print templates to scale and cut along the dotted line and wrap around the required cup/bowl size

### Example clear cup template – 360ml



# Environmental benefits

Custom printing is an effective way to advertise your business and we encourage you to highlight the environmental benefits of using a BioCup by incorporating the trusted BioCup logo along with an explanation of the environmental benefits into your artwork.

Our recommendation on messaging listed below. We are always willing to assist with your own unique message, please call us to discuss your individualized business needs.

## Suggested environmental claims

Bioplastic cups are made from plants not oil

---

This cup is made from plants not oil

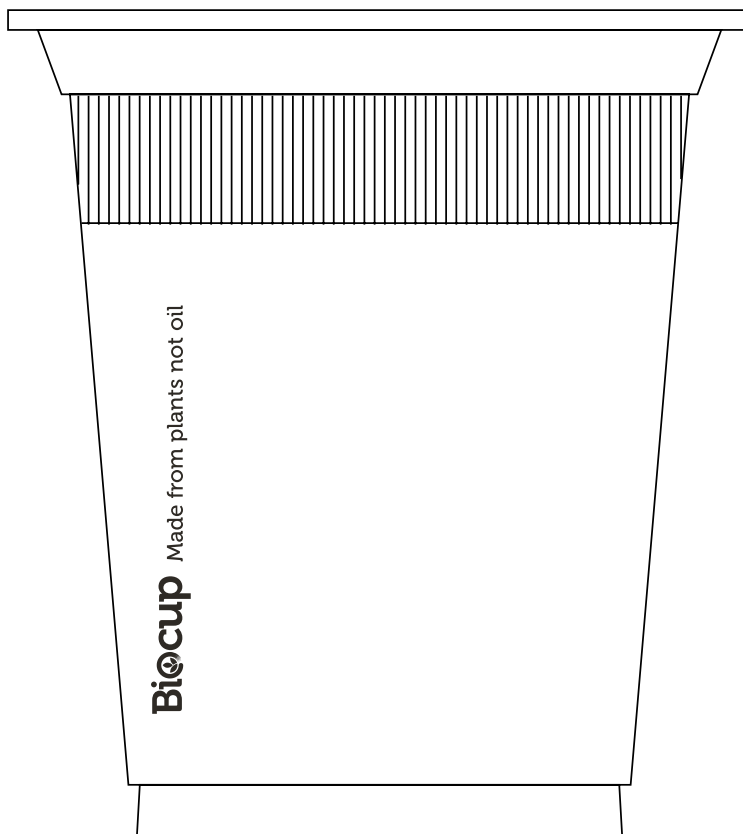
---

This cup is carbon neutral

---

1% of profits donated to Rainforest Rescue

---



**BioCup** Bioplastic is made from plants not oil

---

**BioCup** This cup is carbon neutral &  
It doesn't cost the earth 1% of profits donated to Rainforest Rescue

---

AUS 1300 246 725  
NZ 0800 246 725  
E sales@biopak.com.au  
biopak.com.au

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

# BioCup logo use

## Logo and tagline colour

Option 1 – Use our single colour mono logo and tagline in a BioPak brand colour, as shown below

Option 2 – Where BioPak brand colours are unsuitable please use our mono logo in black or white

Option 3 – Where options 1 and 2 are unsuitable we will consider other colours, subject to our approval process

Pantone Coated (C)

-  PANTONE 376 C
-  PANTONE 4715 C
-  PANTONE 348 C

## Logo clear space

The standard clear space for the BioCup logo is indicated with a 'X'

Minimum logo size is 17mm

BioCup logo clear space



BioCup logo minimum size



AUS 1300 246 725  
NZ 0800 246 725  
E sales@biopak.com.au  
biopak.com.au

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