

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
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REUSABLES BROCHURE

Most people already own a reusable cup

69% of people to be exact, with many people
owning multiple cups.

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PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

Yet only 1 in 6 use them

Why? Most reusables leak, are poorly designed,
**people don't trust them and so they stay in
the cupboard.**

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

INTRODUCING

Anti-Cupboard™ Technology



100% leakproof
trust-lock™ lid



Fully
insulated



Easy one-handed
swift-click™ open/close



drink360™ Drink from any
side like a normal mug



Twist, lock
and go



Tough/durable
10 year lifespan



Easy to clean
and repair

The best, most sustainable reusable, is the one you actually use.



Contents

06 **New for 2024**
Stainless Steel / Colours / Mark II Lid / Packaging

09 **Products**
Stainless Steel / Paper Cups / Beach Waste / NOW Cup

19 **Who We Are**
Our Vision / Our Mission / History

22 **Responsibility**
Our Impact / Takeback Promise

24 **What They Say**
Awards / Testimonials

26 **Join Us!**
Get In Touch

*If you know
where you're
going, just
click to skip!*

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

NEW for 2024



New Colours

Mark II Lid

Stainless Steel Base

New Packaging

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!



We've updated our award-winning **swift-click™** mechanism to have a clearer distinction between open and closed positions.



NEW Lid Design

All of our cups will now feature the Mark II, Patent Pending (GB2316700.0), lid and it promises to be our best design yet. With the introduction of the new **trust-lock™** feature and clearer open and closed positions, for an even better user experience.



NEW trust-lock™ Feature

Once you've finished your drink, simply push to close, then twist the disc to lock your lid and avoid unwanted spillages in your bag



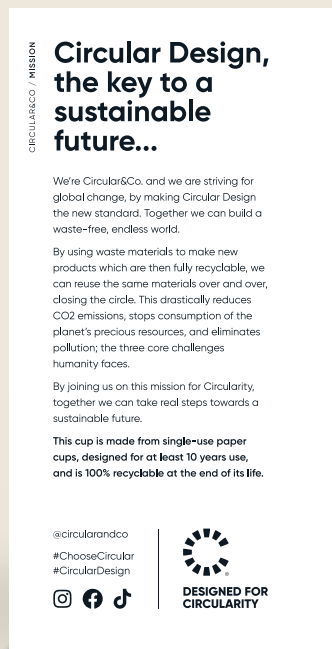
NEW FOR 2024
 PRODUCTS
 WHO WE ARE
 RESPONSIBILITY
 WHAT THEY SAY
 JOIN US!

NEW Packaging

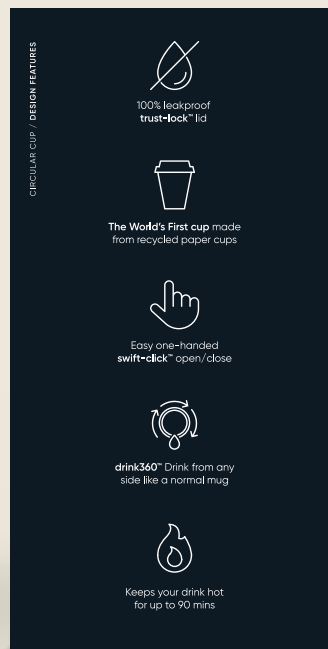
High-quality packaging worthy of presenting our award-winning cup.

4 visually interesting and informative sides provide impactful visual merchandising opportunities.

The top face encourages interaction with our iconic **swift-click™** mechanism.



Back



Side



Front



Side

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

Products



New!

CIRCULAR CUP
RECYCLED STAINLESS STEEL



CIRCULAR CUP
RECYCLED PAPER CUPS



CIRCULAR CUP
RECYCLED BEACH WASTE



CIRCULAR NOW CUP
RECYCLED PAPER CUPS

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

NEW Circular Cup

MADE FROM / RECYCLED STAINLESS STEEL

2024 sees the introduction of our first ever stainless steel cup base, made from 98% recycled stainless steel. Keeping your drink hot for a massive 6 hours.

Beyond performance and aesthetics, this will help keep our existing cups and lids in use by offering a genuinely considered, effective upgrade. The base is completely plain and free from patterns or powder coating meaning it is 100% recyclable.



Easy one-handed **swift-click™** open/close



drink360™
Drink from any angle like a normal mug



Designed to last for at least 10 years. Fully recyclable at end of life



Made from certified 98% post consumer recycled stainless steel



Stainless steel base keeps your drink hot for up to 6 hours

Circular Stainless Cup	
SIZES	8oz (227ml) / 12oz (340ml) / 16oz (454ml)
MATERIAL	Recycled Stainless Steel
COLOURS	



NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

NEW Circular Cup

MADE FROM / RECYCLED STAINLESS STEEL

8oz
RRP £23.95



Storm

STAINLESS/STORM GREY
UK-EU-SS-80Z-S-GREY



Pebble

STAINLESS/PEBBLE WHITE
UK-EU-SS-80Z-P-WHITE



Aquamarine

STAINLESS/AQUAMARINE GREEN
UK-EU-SS-80Z-A-GREEN



Rockpool

STAINLESS/ROCKPOOL BLUE
UK-EU-SS-80Z-R-BLUE

12oz
RRP £24.95



Storm

STAINLESS/STORM GREY
UK-EU-SS-120Z-S-GREY



Pebble

STAINLESS/PEBBLE WHITE
UK-EU-SS-120Z-P-WHITE



Aquamarine

STAINLESS/AQUAMARINE GREEN
UK-EU-SS-120Z-A-GREEN



Rockpool

STAINLESS/ROCKPOOL BLUE
UK-EU-SS-120Z-R-BLUE

16oz
RRP £27.95



Storm

STAINLESS/STORM GREY
UK-EU-SS-160Z-S-GREY



Pebble

STAINLESS/INK BLACK
UK-EU-SS-160Z-P-WHITE



Aquamarine

STAINLESS/AQUAMARINE GREEN
UK-EU-SS-160Z-A-GREEN



Rockpool

STAINLESS/ROCKPOOL BLUE
UK-EU-SS-160Z-R-BLUE

PRODUCTS

Circular Cup

MADE FROM / RECYCLED PAPER CUPS

The iconic reusable cup. The world's first cup made from recycled paper cups.

Now in 3 sizes and 8 new colourways inspired by the natural world.



Easy one-handed **swift-click™** open/close



drink360™
Drink from any angle like a normal mug



Insulated layers keep your drink hot for up to 90 mins



The world's first cup made from recycled paper cups



Designed to last for at least 10 years. Fully recyclable at end of life

Circular Cup	
SIZES	8oz (227ml) / 12oz (340ml) / 16oz (454ml)
MATERIAL	Recycled Paper Cups
COLOURS	



PRODUCTS

Circular Cup

MADE FROM / RECYCLED PAPER CUPS

8oz
RRP £14.95



Storm

CHALK/STORM GREY
UK-EU-CC-80Z-C-S-GREY



Ink

GREY/INK BLACK
UK-EU-CC-80Z-G-I-BLACK



Lotus

CHALK/LOTUS PINK
UK-EU-CC-80Z-C-L-PINK



Sundown

GREY/SUNDOWN ORANGE
UK-EU-CC-80Z-G-S-ORANGE



Pacific

CHALK/PACIFIC BLUE
UK-EU-CC-80Z-C-P-BLUE



Pebble

GREY/PEBBLE WHITE
UK-EU-CC-80Z-G-P-WHITE



Aquamarine

CHALK/AQUAMARINE GREEN
UK-EU-CC-80Z-C-A-GREEN



Rockpool

GREY/ROCKPOOL BLUE
UK-EU-CC-80Z-G-R-BLUE

12oz
RRP £15.95



Storm

CHALK/STORM GREY
UK-EU-CC-120Z-C-S-GREY



Ink

GREY/INK BLACK
UK-EU-CC-120Z-G-I-BLACK



Lotus

CHALK/LOTUS PINK
UK-EU-CC-120Z-C-L-PINK



Sundown

GREY/SUNDOWN ORANGE
UK-EU-CC-120Z-G-S-ORANGE



Pacific

CHALK/PACIFIC BLUE
UK-EU-CC-120Z-C-P-BLUE



Pebble

GREY/PEBBLE WHITE
UK-EU-CC-120Z-G-P-WHITE



Aquamarine

CHALK/AQUAMARINE GREEN
UK-EU-CC-120Z-C-A-GREEN



Rockpool

GREY/ROCKPOOL BLUE
UK-EU-CC-120Z-G-R-BLUE

16oz
RRP £19.95



Storm

CHALK/STORM GREY
UK-EU-CC-160Z-C-S-GREY



Ink

GREY/INK BLACK
UK-EU-CC-160Z-G-I-BLACK



Aquamarine

CHALK/AQUAMARINE GREEN
UK-EU-CC-160Z-C-A-GREEN


PRODUCTS


Circular Cup

MADE FROM / RECYCLED BEACH WASTE

Outer sleeve made from 50% Beach Waste, recovered from the Cornish coastline.
Blended to create marble patterns unique to every cup.



 Easy one-handed **swift-click™** open/close

 **drink360™**
Drink from any angle like a normal mug




Designed to last for at least 10 years. Fully recyclable at end of life.



Insulated layers keep your drink hot for up to 90 mins

 Made from Beach Waste



Circular Beach Waste Cup	
SIZES	12oz (340ml)
MATERIAL	Recycled Beach Waste
COLOURS	

12
OZ

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

Circular Cup

MADE FROM / RECYCLED BEACH WASTE

12oz
RRP £17.95



Beach Waste

BEACH WASTE
C6C-12OZ-BW

PRODUCTS

Circular NOW Cup

MADE FROM / RECYCLED PAPER CUPS

Our most affordable reusable cup for coffee on the go.

Made from recycled single-use paper cups with a traditional snap fit lid.



Traditional snap fit lid

Designed to last for at least 5 years. Fully recyclable at end of life

Insulated layers keep your hand protected and your drink warm



Made from recycled single-use paper cups

Circular NOW Cup	
SIZE	12oz (340ml)
MATERIAL	Recycled Paper Cups
COLOURS	

12 OZ

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

Circular NOW Cup

MADE FROM / RECYCLED PAPER CUPS

12oz
RRP £9.95



Storm

CHALK/STORM GREY
UK-EU-NOW-12OZ-C-S-GREY



Pacific

GREY/PACIFIC BLUE
UK-EU-NOW-12OZ-G-P-BLUE



Lotus

CHALK/LOTUS PINK
UK-EU-NOW-12OZ-C-L-PINK



Pebble

GREY/PEBBLE WHITE
GREY/PEBBLE WHITE



Rockpool

CHALK/ROCKPOOL BLUE
UK-EU-NOW-12OZ-C-R-BLUE

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

Find Out More:



WHO WE ARE

We believe that the Circular Design can save the world.

We're **circular&co.** and we are striving for global change, by making Circular Design the new standard. Together we can build a waste-free, endless world.

By using waste materials to make new products which are then fully recyclable, we can reuse the same materials over and over, closing the circle. This drastically reduces CO2 emissions, stops consumption of the planet's precious resources, and eliminates pollution; the three core environmental challenges humanity faces.

By joining us on this mission for Circularity, together we can take real steps towards a sustainable future.



**DESIGNED FOR
CIRCULARITY™**

future is circular.



NEW FOR 2024
 PRODUCTS
 WHO WE ARE
 RESPONSIBILITY
 WHAT THEY SAY
 JOIN US!

Our Mission:

To produce and promote circular products, building a sustainable future for every living species on our planet.

1.

Develop through innovation the very best functional products.

A product not in use is just wasted resources. Products that are ultimately fit for purpose are cherished, loved and used for a long time. This gives the material the longest use. Our products are designed for realistic daily life, serving your experience at every stage. They have to work, and work really well, to be justified.

2.

Strive to ensure our products are game changingly good for the environment.

We firmly believe a company's true environmental impact and legacy is through the products they put into the world. Every design process we embark on is built, from the bottom up, on the principles of Circular Design. By definition this means our products have as positive an impact as possible on the natural world.

3.

Tell the world and share the knowledge.

We believe it's our job to help, guide, push, pull, shout, scream and hopefully inspire industry and consumers towards a Circular, endless world. Circular Design is a design process that any industry can follow. It is not ours, we don't own it, but we are determined to shout about it from the rooftops. We've spent much of our time over the decades talking to as wide a range of people as possible, from school children to major global brands and governments about the principles and the impact of Circularity.

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!



Circular since 2003

Founded in a garden shed in 2003 by ex Dyson designer and product inventor Dan Dicker.

After a successful career in landlocked Wiltshire, Dan followed his desire to move to the coast and live just a short walk from the sea.

Dan had become disheartened with how the industry wasn't utilising waste materials and spotted an opportunity to do things differently. Circularity wasn't an established concept then, but Dan was about to tap into an ethos now regarded as a solution to our planet's waste.

The plan was to extend the life of waste materials and use them to create products that last as long as possible. At the end of their lives, these products are recyclable so that the cycle can continue.

Today Circular advises, develops and delivers product solutions for leading brands worldwide, reinventing today's waste for tomorrow's products.

We are actively working with organisations, from large multinationals to local cafés to build circularity into their business models. We have helped global corporations take practical, impactful steps in their daily operations to help achieve their sustainable goals.

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

Our Impact

2.5 million

Circular Cups sold since 2018.

80,000 tons

If each Circular Cup is used once a week for its 10-year lifespan, we have saved 80,000 tons of Carbon Emissions from entering the atmosphere.

935,700 kg

Diverted from landfill and into the Circular Economy, directly from the making of Circular Cups (6 paper cups used to make each Circular Cup).

15.5 million

Single-use paper cups removed from the waste stream and repurposed.

32 countries

We've helped bring Circular Design to 32 different countries, including; The Netherlands, Belgium, Germany, France, Poland, Switzerland, Greece, Spain, Sweden, Norway, Italy, Ireland, USA, Canada, Japan, Dubai, Australia and New Zealand

NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

The Takeback Promise

In a Circular Economy, valuable materials are captured, recycled and reused, time and time again. To ensure this cycle takes place, we created our Takeback Promise, where you can return your old cup to us, we'll recycle it and turn it back into a brand new, high-value Circular product.

To say thank you, on receipt of your cup, we will send you a 30% discount code for a brand new circular product of your choice.

To find our more visit:
circularandco.com/takeback

WHAT THEY SAY



Multi award-winning Circular Reusable Cups

"We named the Circular&Co reusable coffee cup our best buy before, and we're doing it again. Even after testing many different mugs, it's still our favourite."

- IndyBest Best Buy 2021, 2022 & 2023



NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!



I absolutely love the cup

It's leakproof and the 360 drinking really helps when driving or walking the dog. Super easy to use with one finger from the hand that's holding the cup – **genius.**



Esther Jellema

"Great product, the lid is very solid and watertight. Transporting it in a bag is no problem, so can highly recommend it."



Jerome Greutmann

"Love my cup. Easy to use and doesn't leak. Also easy to wash. Keeps my coffee nice and hot while working."



Jenna

"Love this cup. The colours and design are awesome. It really is leakproof. Feels so nice to drink from. Wonderful product helping to build a more sustainable world."



Laura

"Fabulous! This is my second purchase and they're honestly brilliant. They last for ages. I work shifts and these cups are just perfect."



Alison

"Brilliant travel cups, keep coffee hot, drink from any point on the rim and no spill lid. Totally recommended."



Andree Carter

"They are very well designed. I love the clickable lid and the 360 drinking access. Very happy and would recommend."



Ann Cook

"The cup is amazing quality. I'm delighted with it."



Pauline



Rated 4.8/5 | 342 Reviews*

*Correct at the time of writing.



NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
JOIN US!

**MADE FROM
WASTE,
TO END
WASTE.**



NEW FOR 2024
PRODUCTS
WHO WE ARE
RESPONSIBILITY
WHAT THEY SAY
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