# Loan Cups

At Chunky, our mission is to make a difference. And we reckon you probably want to see things done differently too. So, let's get together and stop the single-use cup madness!



## JOIN THE CHUNKY LOAN CUP SYSTEM EASY MEMBERSHIP AND FREE GOOD VIBES

Hey, we don't need to tell you how bad, bad, bad single-use cups are (or how much you spend each month on purchasing them). And you probably know how often customers forget to bring their reusable cup. And, yes, there are already a few options out there for loan cup systems.

#### BUT YOU AIN'T NEVER SEEN LOAN CUPS DONE LIKE THIS BEFORE



- The Chunky Loan Cup System is about planet before profits
- This is a not-for-profit initiative
- There is no greenwash and no catch
- This initiative has been supported by QLDC's Waste Minimisation Community Fund

Sure there's no catch? The Chunky Loan Cup System is about reducing waste, but most importantly, it's about educating and leading behavioural change. All we want is less consuming, more reusing (hmmm, that's kind of catchy).

You may know the Chunky brand from our reusable stainless steel drink bottles and cups featuring the work of emerging artists. So, in a roundabout kind of a way, if you jump on board with the Chunky Loan Cup System, you are also supporting up and coming artists. (If you're interested in stocking our artists series of bottles or cups, keep reading).

## **CHUNKY LOAN CUP SYSTEM**

#### The Details

- A customer comes into your café without a reusable cup
- They do the right thing and refuse the single-use cup and instead pay you a \$10 refundable deposit for the use of a Chunky Loan Cup
- The customer can hold onto that cup (10 bucks for a reusable cup, bargain) or return it next time and get the \$10 deposit back
- You purchase the cups at \$10 each but payable in 3 months
   (so the sale of cups should be cashflow positive for you)
- We provide you with a counter stand, a sticker for your door and ongoing support. Chunky Loan Cups come with Free Good Vibes
- You're participating in a not-for-profit loan cup system
- Our rewards here are not financial, your support helps us do good stuff like work on better environmental practices AND provide a platform for emerging artists
- We currently have no membership fee in order to keep the system as accessible as possible for everyone. In future we may look to add a small fee if the costs become too high for us to bear. See the box to the right if you want to help!
- Our endgame, and we hope it is yours as well, is to give every person the opportunity to purchase or access a reusable cup easily

This is how behavioural change happens. That's what we're here for (we're also here for good coffee, by the way)

## **WANT TO HELP?**

Our system in not for profit. Well, it actually costs us quite a lot! We do know that the system benefits our participants financially through savings in not using single use cups (not to mention all of the non financial benefits!)

So if you want to contribute, we won't say no:)

Please contact us to see what option might suit you, from sponsorship, to one off donations or regular contributions.

# The Cup

The Chunky Loan Cup is the real deal. A quality coffee deserves a quality vessel to drink it from.

## WHAT'S GOOD ABOUT THE CUP?

- Stainless steel, double-walled cup keeps drinks—not fingers—piping hot.
- No need for cardboard sleeves.
- Sumptuous 3mm drinking edge for a better coffee-drinking experience (and to keep the barista happy).
- Pretty much Hulk-proof. These are tough cups.
- Dishwasher safe.
- Open drinking hole in the silicone lid, so there are no odour-causing, flavourimpacting particles getting stuck in nooks and crannies. Gross.
- Full end-of-life recycling by Chunky. We mean this, no BS. You can read more about our bottle recycling initiative on the Chunky website.



STACKABLE SHAPE, WITH A SILICONE LID -EASY PEASY

# Cup Stand

This is our CUSTOMER-FACING A5 COUNTER STAND. If we update our cups or the system, we'll have you out a new stand as quick as you can say mocha latte. We're keeping the signs super simple and super helpful, so even a caffeine-deprived customer or a new, untrained staff member can quickly understand the deal.

## **Loan Cup**

## \$10 REFUNDABLE DEPOSIT

Forgot your reusable cup? No worries!

- LOAN one of ours!
- 2. REUSE it or SWAP it for a fresh one
- **3. RETURN** it to any participating location for your deposit back.

SAMPLE CUP FITS IN DISPLAY STAND HERE

Scan for locations

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Tag us every time you choose to re-use @bechunky

# The Chunky Artist Series cup

## **ARTIST SERIES CUP DETAILS**

- 10oz (296ml) or 14oz (414ml)
- 18/8 Double walled stainless steel
- Keeps your drink warm for a prolonged period, but the outside is cool to touch
- German engineered (Greblon)
   ceramic coated inner for the ultimate
   taste and cleaning experience
- Sumptuous 3mm drinking edge will have you thinking you are still in a café

- Textured and tactile external printed design
- Acrylic lid is free of BPA
- Handwash cup to protect the design.
- Lid is dishwasher safe
- Our artists are paid well and upfront for their work
- Plastic-free packaging
- Free end of life recycling

You'll notice our Chunky Loan Cups are an understated, simple stainless steel design. But we also have a stunning range of artistadorned keep cups available for sale. When you join the Chunky Loan Cup System, you also have the option to become a Chunky retailer. A step above your average reusable cup, these beautifully crafted, double-walled, ceramic coated, food-grade 304 stainless steel cups are one small stand against the mundane. They also come with some of the highest margins on offer for reusable cup sales. We commission emerging artists to create designs for us, which we release as our Artists Series. We pay artists well and upfront; they don't rely on sales commissions.

We really hope you'll also have our Artist Series in your café when you join the Chunky Loan Cup movement.



## **Get Started**

## **OPTION 1: LOAN CUPS + ARTIST SERIES CUPS**

Order whatever you like or choose one of the packages below that includes loan cups and a selection of the Artists Series cups.

PACKAGE A	PACKAGE B	PACKAGE C	PACKAGE D
24 x loan cups	24 Ioan cups	24 Ioan cups	48 Ioan cups
1 x ea Artist Series	2 x ea Artist Series	2 x ea Artist Series	4 x ea Artist Series
10oz cup	10oz cup	10oz cup	10oz cup
(6 cups total)	(12 cups total)	(12 cups total)	(24 cups total)
1 x ea Artist Series	1 x ea Artist Series	2 x ea Artist Series	2 x ea Artist Series
14 oz cup	14 oz cup	14 oz cup	14 oz cup
(6 cups total)	(6 cups total)	(12 cups total)	(12 cups total)
Total cost:	Total cost:	Total cost:	Total cost:
\$462.36+gst	\$581.76+gst	\$716.16+gst	\$1163.52+gst

## **OPTION 2: LOAN CUPS ONLY**

Please order in multiples of 6, but we do recommend 24.

## **OPTION 3: ARTIST SERIES CUPS ONLY (FOR INDIVIDUAL RE-SALE)**

Minimum order 6 cups, available in multiples of 6 per size (can be mixed designs)

Email order@chunky.nz for orders or sofi@chunky.nz for any other enquiries.

Check our current Loan Cup members at chunky.nz/pages/loan-cups. If you know any other cafes in the area that could be interested, please let us know! The more parties involved the better the system works! Let's normalise it! We would love to work side by side with you on our mission to reduce throwaway cups, be better humans, and always drink good coffee.

We are also offering our Loan Cups for events. Check our website for more information.



**Breathe in Breathe Out by Jen Sievers** 



**Bloom by Laura Shallcrass** 



**Daisy by Jennifer Bouron** 



**Blue Wave by Laura Shallcrass** 



Birbs of NZ by Malangeo



Strange World of NZ by Carmel Van Der Hoeven