



An important message from

seawhite  
OF BRIGHTON



2.5 BILLION  
TAKE-AWAY CUPS  
ARE **THROWN AWAY**  
EVERY YEAR IN THE UK

WOULDN'T  
IT BE  
**GREAT**

IF WE COULD  
TURN THEM  
INTO  
**PAPER**  
FOR  
**ARTISTS**  
INSTEAD?

# 2.5 billion take-away cups are estimated to be thrown away in the UK each year.



In the past, only 1 in 400 take-away coffee cups were recycled in the UK. This is because it is difficult to separate the plastic lining from the paper.

**CupCycling™** by Seawhite's paper supplier James Cropper is the world's first recycling process dedicated to upcycling take-away cups.



**Each year 25,000 tonnes of cups are buried in landfill in the UK. CupCycling™ can help to change this.**

## How CupCycling™ works:

1. Used cups are collected, baled and delivered to James Cropper in Cumbria, UK.
2. Cropper's cutting-edge technology strips the polyethylene lining from the paper fibre.
3. The plastic is sent to be recycled into cables and industrial products.
4. High quality paper fibre is reclaimed and processed according to final use.
5. For artist's paper, it is combined with Seawhite's unique cartridge recipe to form a paper that works spectacularly well with all media: **Seawhite CupCycling™ Cartridge paper.**



# Introducing Seawhite CupCycling™ Cartridge Paper\*

\*Available in sheets and pads



**If you love Seawhite All-Media Cartridge** let us introduce you to a very worthy cousin.

Seawhite All-Media Cartridge is the pound for pound champion of art papers - its versatility proven in schools, colleges and studios throughout the world.

**CupCycling™ Cartridge** shares much of Seawhite All-Media's DNA. It has outstanding tensile and tear strength and the surface is furnished to withstand an eraser.

CupCycling™ Cartridge has the body and tooth to work well with the widest range of media and techniques. Yet at 140gsm, it outperforms much heavier papers.

**Seawhite CupCycling™ Cartridge has 80% recycled content.**

CupCycling™ Cartridge offers you the best of all worlds - a fantastic product for artists and students that also helps reduce the amount of plastic sent to landfill.

**Try it now**

**seawhite**  
OF BRIGHTON

NEW

# Seawhite

## 140gsm CupCycling™ Cartridge Paper

### Specification

- 140gsm
- Sized for wet and dry media
- Acid-free, versatile white paper
- 80% recycled using reclaimed coffee cups

CupCycling™ is a multi award winning collaboration involving producers, outlets and consumers. Seawhite has been chosen as the exclusive partner for CupCycling™ Cartridge Paper because of the company's leading position in the supply of quality papers for artists and art education.

### Products

#### Sheets

CP140CRA1	A1 size	140gsm	250 sheets	
CP140CRA2	A2 size	140gsm	250 sheets	
CP140CRA3	A3 size	140gsm	500 sheets	
CP140CRA4	A4 size	140gsm	500 sheets	

#### Pads

PADCRA3	A3	140gsm	50 leaves	
PADCRA4	A4	140gsm	50 leaves	



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22 Market Street, SA61 1NH  
01437 779 646  
or visit

[www.wowartsupplies.co.uk](http://www.wowartsupplies.co.uk)