



## WHO WE ARE

We are Green Cups®, a purpose-driven company dedicated to transforming the way the world consumes. We combine innovation, design, and environmental responsibility to offer strong, durable, and eco-friendly cups, mugs, plates, and bowls — made from sugarcane, a renewable resource that replaces traditional fossil-based plastic.

Our products were designed to make everyday life safer, more cost-effective, and more conscious: they help prevent glass-related accidents, reduce disposable

costs, and provide an elegant experience for parties, events, and corporate use.

We serve a wide range of segments, including cafeterias, restaurants, hotels, resorts, buffets, schools, bars, and events of all kinds.

We manufacture our products in green, white, or colored versions, all with excellent durability and customization options, allowing each client to express their brand identity in a creative and sustainable way.



YOU CAN ALWAYS COUNT ON US

# THE PROBLEM WITH DISPOSABLES

At the end of the 20th century, disposable products became part of our daily lives due to false impressions of convenience, hygiene, and low cost. This led to their widespread and irresponsible use in many aspects of our lives. Although this daily use may seem harmless, the environment has been suffering significant impacts because people do not use disposables consciously and often fail to dispose of them properly. As a result, the amount of solid urban waste has been increasing.

Pollution caused by the improper disposal of plastic items is one of the major environmental challenges of our time.

According to UN data, a plastic

bottle takes around 450 years to decompose and disappear from the environment. It is estimated that about 1 million plastic bottles are discarded every minute on our planet, which reveals alarming numbers. Regarding disposable cups, it is estimated that around 720 million cups are discarded every day in Brazil, according to the Brazilian Association of Public Cleaning and Special Waste Companies (ABRELPE).

All of this makes us reflect on our role in society. How can we change this reality? What can we do differently, and how can we live in balance with nature?

## PLASTIC POLLUTION in global numbers



500 billion to 1 trillion  
plastic bags are  
used every year



1 million bottles  
plastic bottles are  
purchased every minute



50% of plastics  
consumed plastics  
are used only once



13 million tons  
of plastic reach the  
oceans every year



## WHAT CAN WE DO TODAY?

Having environmental awareness is already a first step to help the environment. We must re-educate ourselves regarding the consumption of disposable products and implement responsible measures so that we can create sustainable and lasting habits. Thus, each person must play their role as a protagonist in the process of reducing plastic pollution, encouraging the consumption of environmentally friendly products that consider their reuse and their final destination after consumption.

There are several ways to foster this Green mindset. A simple and easy practice is to start with the premise: "If it cannot be reused, REFUSE!"

Countless movements have been emerging in society in favor of this premise, and as a result, many people and companies have engaged in this process of environmental concern, adopting simple measures to **REDUCE, REUSE, and RECYCLE**, supporting movements such as "Adopt a Mug," "Plastic Free," "Clean Company," for example.

Faced with movements like these, companies have encouraged employee awareness to adopt their own mug or durable cup for the good of society.



Green Cups 500ml

Sustainable Line: **Green Cups®**  
Raw Material: Sugarcane  
Height: 14,5 cm  
Diameter: 7,5 cm  
Code. BD500GCBR  
Colors:

I am made  
of sugarcane!

TO PRODUCE  
1 LITER  
A SINGLE-  
USE CUP  
TO WASH  
YOUR  
REUSABLE  
CUP YOU USE  
UP TO 3 LITERS  
OF WATER ARE USED  
ONLY 300 MILLILITERS



SUSTAINABLE CUP

# DISPOSABLE X GREEN CUPS®

The Green Cups® line from Krystalon was created to offer sustainable products that significantly contribute to reducing the volume of waste generated and to lowering greenhouse gas emissions. The sustainable Green Cups® are produced from sugarcane, a natural resource that can be reintegrated into nature more quickly than human consumption.

There are many reasons to replace disposable cups with sustainable Green Cups®. Check below some of the main advantages of making this substitution:

## DO YOU KNOW THE DIFFERENCE BETWEEN A DISPOSABLE CUP AND A SUSTAINABLE GREEN CUPS®?



Release of carcinogenic substances (phthalates, BPA)



Raw material from non-renewable sources (Petroleum: finite source)



Single use (Average lifespan of 3 seconds)



Not suitable for hot and cold beverages due to toxin release



Common disposal or selective collection



Excessive expenses with replacement and disposal due to the high volume of disposable waste generated



Free of BPA, heavy metals, and phthalates



Raw material from renewable sources (Sugarcane)



Reusable (Average durability of 2–3 years) – Can be cleaned in a dishwasher



Suitable for hot and cold beverages



Includes a reverse logistics plan



70% cost reduction with this type of product (Savings in waste management / selective collection / supply and cleaning staff time / internal purchases of trash bags)



## ECONOMY

With the implementation of Green Cups® sustainable cups, we achieve financial and environmental results for those who adopt them:

- Reduction in the volume of waste generated and other costs involved in the process of separating discarded waste
- Reduction in expenses with selective collection
- Reduction in expenses with disposable items, in addition to other investments necessary for the use of this product (dispenser, specific trash bin, etc.)
- Reduction in employee time invested in this type of purchase, since instead of being carried out biweekly or monthly, these purchases are made every 2-3 years



Green Cups 280ml

Sustainable Line: **Green Cups®**  
 Raw Material: Sugarnace  
 Height: 11,7 cm  
 Diameter: 6,5 cm  
 Code. LD280GCBR  
 Colors:

And to help you calculate the savings generated by implementing Green Cups® sustainable cups, we provide a savings calculator where you can enter your own information regarding disposable cup usage, and thus get an idea of how much you spend on this type of product and how long it takes for Green Cups® sustainable cups to become viable in your company.

**CALCULATE HOW MANY DISPOSABLE CUPS  
 YOUR COMPANY USES AND IN HOW MUCH TIME  
 GREEN CUPS® SUSTAINABLE CUPS BECOME VIABLE  
 BY ACCESSING THIS LINK!**

<https://www.greencups.com.br/calculadoradaeconomia>

## HOW TO IMPLEMENT?

There are countless reasons that have encouraged companies to adopt Green Cups® sustainable cups, whether due to environmental concerns, financial viability, or the evolution of collective thinking.

In fact, laws and regulations have already created the need for companies to adapt and pay attention to the disposal of single-use cups. Bills have already been presented in Congress to ban this type of use, such as Bill 99/2019, which proposes ending the supply of disposable cups, plates, cutlery, and stirrers, and several sectors have already positioned themselves in favor of approving this law.

Shall we do this together? Start with this small action of giving each employee a cup/mug to use for their coffee/water, replace cafeteria cups with reusable ones, hold events with safe and durable cups, personalize them with impactful phrases, spread what your company stands for with creative customizations, and make your customer understand the value of your brand/company through environmentally friendly products!

Think Green, Use Green Cups®!!

# GREEN CUPS® GREEN LINE



**Eco-friendly Cup  
70ml Green Cups®**

Code: TE70GCVD  
Diameter: 5 cm  
Height: 6,3 cm  
Weight: 20 g



**Eco-friendly Cup  
200ml Texturizado  
Green Cups®**

Code: SD200GCVD  
Diameter: 6,5 cm  
Height: 9 cm  
Weight: 35 g



**Eco-friendly Cup  
200ml Liso  
Green Cups®**

Code: SD200GCLVD  
Diameter: 6 cm  
Height: 9 cm  
Weight: 30 g



**Eco-friendly Cup  
280ml  
Green Cups®**

Code: LD280GCVD  
Diameter: 6,5 cm  
Height: 11,7 cm  
Weight: 40 g



**Eco-friendly Cup  
320ml Green Cups®**

Code: BD320GCVD  
Diameter: 7,2 cm  
Height: 10 cm  
Weight: 50 g



**Eco-friendly Cup  
360ml Green Cups®**

Code: CD360GCLVD  
Diameter: 8 cm  
Height: 12 cm  
Weight: 50 g



**Eco-friendly Cup  
500ml Green Cups®**

Code: BD500GCVD  
Diameter: 7,5 cm  
Height: 14,5 cm  
Weight: 75 g



**Eco-friendly Mug  
300ml Green Cups®**

Code: CAN300GCVD  
Diameter: 7,5 cm  
Height: 8,3 cm  
Weight: 70 g



**Eco-friendly Ramekin  
90 ml Green Cups®**

Code: RAM90GCVD  
Diameter: 7 cm  
Height: 4,2 cm  
Weight: 16 g



**Eco-friendly Cream jug  
130ml Green Cups®**

Code: CRM130GCVD  
Diameter: 10 cm  
Height: 5,5 cm  
Weight: 31 g



**Available in the  
following colors:**



Branco



Verde



Azul



Creme



Laranja



Roxo



Vermelho

**Eco-friendly plate  
18 cm Green Cups®**

Code: PRT18GCVD  
Diameter: 18 cm  
Weight: 64 g



# GREEN CUPS® WHITE LINE



## Eco-friendly Cup 70mL Green Cups® White

Code: TE70GCBR  
Diameter: 5 cm  
Height: 6,3 cm  
Weight: 20 g



## Eco-friendly Cup 200ml Green Cups® White

Code: SD200GCBR  
Diameter: 6,5 cm  
Height: 9 cm  
Weight: 35 g



## Eco-friendly Cup 280ml Green Cups® White

Code: LD280GCBR  
Diameter: 6,5 cm  
Height: 11,7 cm  
Weight: 40 g



## Eco-friendly Cup 320ml Green Cups® White

Code: BD320GCBR  
Diameter: 7,2 cm  
Height: 10 cm  
Weight: 50 g



## Eco-friendly Cup 360ml Green Cups® White

Code: CD360GCLBR  
Diameter: 8 cm  
Height: 12 cm  
Weight: 50g



## Eco-friendly Cup 500ml Green Cups® White

Code: BD500GCBR  
Diameter: 7,5 cm  
Height: 14,5 cm  
Weight: 75 g



## Eco-friendly Mug 300ml Green Cups® White

Code: CAN300GCBR  
Diameter: 7,5 cm  
Height: 8,3 cm  
Weight: 70 g



## Eco-friendly Ramekin 90 ml Green Cups® White

Code: RAM90GCBR  
Diameter: 7 cm  
Height: 4,2 cm  
Weight: 16 g



## Eco-friendly Cream jug 130 ml Green Cups® White

Code: CRM130GCBR  
Diameter: 10 cm  
Height: 5,5 cm  
Weight: 31 g



## Eco-friendly plate 18 cm Green Cups® White

Code: PRT18GCBR  
Diameter: 18 cm  
Weight: 64 g

### Available in the following colors:



Branco



Verde



Azul



Creme



Laranja



Roxo



Vermelho



# LINE OF LANYARDS AND ACCESSORIES



## **Green Cups® Lanyard with Silicone Cup Holder**

Code: CORDPORTGC

Length: 120 cm

Heigth: 2 cm

## Green Cups® Lanyard with Pear Ring for Mugs

Code: CORDARGGC

Length: 120 cm

Height: 2 cm



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