

Ekotribe Launches 'KeepCup' – The Reusable Coffee Cups

The world's first barista standard reusable coffee cup, designed to replace disposable cups



Dubai, UAE - May 18, 2010: KeepCups are a designer range of eco-friendly, reusable cups made in industry-standard sizes so they integrate seamlessly into any café outlet. KeepCup is designed to be easy for the barista to use - not compromising the speed or quality of service.

According to Anu Agarwal, Director of Ekotribe, "KeepCup is a revolutionary product that is environmentally friendly. It is extremely popular in Australia and we hope the coffee drinking population of Middle East will love the concept. Supporting 'green initiatives' like the KeepCup makes a good business case for corporate sustainability. It invigorates employees through participation in a culture of improvement and innovation."

Most disposable paper cups are not recyclable. The typical paper cup is made from a composite of materials, kraft bleached paper sprayed with a polyethylene coating. Paper cups are often impregnated with toxic dyes which make them difficult to recycle. The plastic lining in disposable paper cups means they are not recyclable.



KeepCup features:

Made from #5 polypropylene – the food safe grade plastic

Sealable and lightweight

Dishwasher and microwave safe

Matches standard industry coffee medium size

Fits in car cup holders

Medium KeepCup (355ml) fits under the group heads of espresso machines

Can be individualised using the unique band system

Ekotribe is demonstrating the KeepCups entire range of products at the Middle East Waste Summit being held at 'The Palladium' in Dubai Media City from 18-20 May 2010. KeepCup is being introduced in three standard sizes - the small 8oz cup, the medium 12oz cup and the large 16oz cup. The size range means KeepCup suits large chains and individual cafes. The cups, lids, bands and plugs can be mixed and matched to create original and exciting colourways. Coffee variants are embossed on a silicone band around the outside of the cup, making it possible to highlight individual preference with a permanent marker. The average life of a KeepCup is four years!

About KeepCup

KeepCups have been designed, tooled and manufactured in Victoria, Australia. In its first six months of launch, KeepCup sold over 100,000 units. According to KeepCup, if everybody who already owns a KeepCup uses it regularly, the environmental benefits would be:

- Reducing the use of disposable cups by 100 million (that's 1,500 tonnes of disposable cups)
- Saving 17,000 trees from being turned into paper cups
- Keeping 307 tonnes of plastic lids from landfill.

KeepCup aims to support and encourage a change in the way citizens of the world enjoy their takeaway coffee.



About Ekotribe

Ekotribe was started in early 2010 with a desire to introduce green living. Ekotribe offers a range of eco-friendly products including green gadgets and appliances, solar lights, reusable gift bags and shopping bags, recycled paper and stationery, eco-friendly shower heads, eco-friendly toys, BPA-free water bottles and lunch boxes, soy candles, organic beauty products, organic table linen, eco-friendly wallpaper and wall stickers, solar powered totes, solar powered backpacks, bamboo kitchen ware, eco-friendly household cleaners, biodegradable tableware and organic pet products.

Ekotribe supports environmentally friendly manufacturers & designers. All customers are guaranteed products which are 'green', easily absorbed into the ecosystem, without compromising on design or quality. Ekotribe strives to offer high quality products that are either - Biodegradable, Environmentally safe, Handmade, Natural, Recycled, Recyclable, Reusable, Sustainable or Organic. Ekotribe is promoting a lifestyle that includes being aware of the environment, yet enjoying high-end products without forgoing quality & design.

For more information, contact:

Anu Agarwal,

Director, Ekotribe

An Enpark Registered Company

P. O. Box 53735

Dubai

Tel: +9714-3327693

Email : enquiry@ekotribe.com, Web : <http://www.ekotribe.com>

On Twitter at <http://twitter.com/ekotribe>