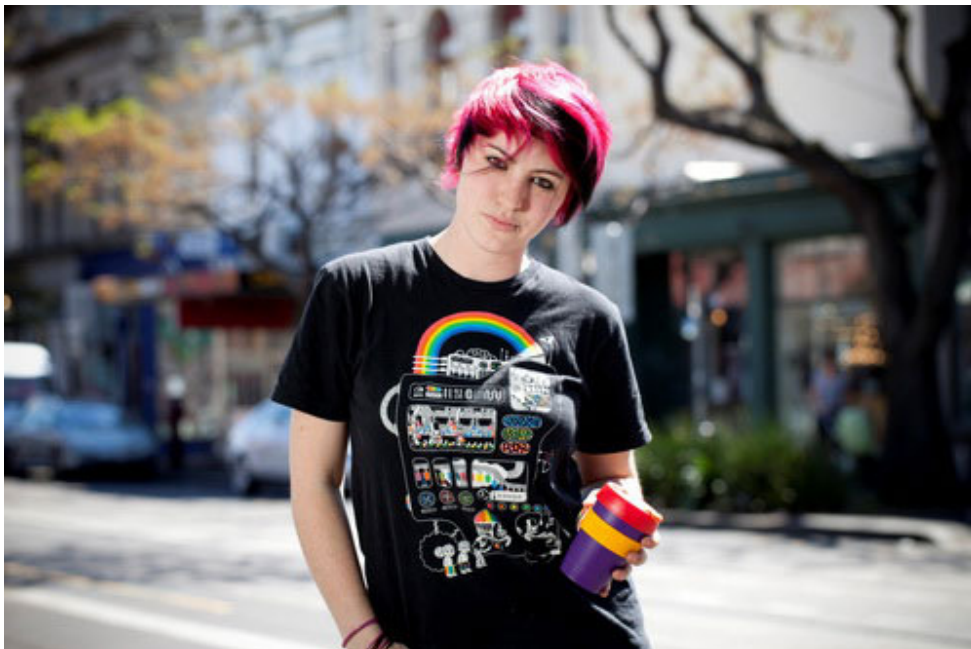




## Express yourself with KeepCup Color – The Rocker series, Just in Time for Christmas Shopping

*The Rocker celebrates the outsiders, those of us who are doing our own thing*

Dubai, UAE – 13 December 2011: Irreverent. Edgy. The Rockers from KeepCup are a designer range of eco-friendly, reusable cups made in industry-standard sizes so they integrate seamlessly into any café outlet.



The three Rocker profiles invite you to unleash your inner Rocker.

Rocker **bright** – Bold and punchy. Keep them guessing. What is in that KeepCup?

Rocker **dark** – An enigma of night and shadow, of laneways and midnight espresso.

Rocker **neutral** - The antihero. A double shot of attitude. The outsider who challenges the way we think and feel.

According to Anu Agarwal, Director of Ekotribe, “The recently launched ‘Rocker Series of 2012’ are immensely popular in Australia and we hope the coffee drinking population of Middle East will love this vibrant range of lifestyle coffee cups. The first of our seasonal colour launches, aims to give energy and fun to our core message of positive sustainability and reuse.



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

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. Thus far, over 900,000 KeepCups have been sold worldwide. It is estimated that these 900,000 devotees have saved at least 50,000 trees from pulp mills, diverted 8,000 tonnes of disposable cup waste from landfill, and continue to divert 100 million disposable cups from land fill every year. A rocking effort!

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



## **About Ekotribe**

Ekotribe was started in early 2010 with a desire to introduce green living. 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.

Ekotribe products are now available at the following outlets:

- The Green Ecostore in Mercato Mall, Dubai
- Milk & Honey in Palm Island, Dubai
- Favorite Things in Dubai Marina Mall
- Dubai Aquarium in Dubai Mall
- Ekotribe showroom in Khalid Al Attar Tower, 101, Sheikh Zayed Road
- The Green Ecostore - Online store [ <http://www.TheGreenEcostore.com> ]

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