

# Innovating Consumer & *Foodservice Disposables*



INDEVCO



# Innovating Consumer & Foodservice Disposables



## OUR COMMITMENT

is to innovate and expand production of a sustainable Sanita Natura disposable product portfolio to offer consumer and away-from-home industry.

## Management Approach

In 2018, recognizing the significant impact unrecyclable paper cups have on the environment, INDEVCO established its Foodservice Packaging Innovation Team to develop the Sanita Natura eco-friendly foodservice packaging line. The team brought together member company experts in paperboard coating at Specialty Coating & Laminating in Doswell, Virginia; paper sourcing and paper cup production Napco National in Dammam, Saudi Arabia; and global sustainability at headquarters in Zouk Mosbeh, Lebanon. Sanita Natura® sustainably sources raw materials and uses a specialty coating formula to replace unrecyclable PE and wax liner dual structures. The specialty-coated repulpable and compostable product helps foodservice companies and consumers reduce their negative environmental impacts and encourages recycling.

## Context

Global paper cup consumption in 2018 reached nearly 260 billion units with hot paper cups accounting for over 65% of the market (tea and coffee 45%). Consumption is projected to reach 290 billion units by 2024. <sup>[1]</sup> Although disposable paper cups are convenient and more hygienic for hot and cold beverages, they usually end up in landfills and are unrecyclable. <sup>[2]</sup>

As consumer and public concern about the environment grow, brands are looking for ways to sustainably source renewable and recyclable raw materials, as well as enhance product recoverability. Quick service and casual dining restaurant chains, as well as foodservice and catering companies have been searching for years for a sustainable packaging solution that maintains needed properties and meets industry standards <sup>[3]</sup>.

Starbucks and McDonald's partnered to launch the NextGen Cup Challenge in 2018 to search for new recoverable solutions for the single-use paper cup system. They were joined by The Coca-Cola Company USA, Yum! Brands, and Nestlé and World Wildlife Fund. Closed Loop Partner's Center for the Circular Economy managed the challenge.

## OUTCOMES

*Lebanon, Saudi Arabia*

**Sanita Natura® hot and cold cup was shortlisted in Starbuck's / McDonald's NextGen Cup Challenge's top 29 of 480 entries from 53 countries.**

In 2018, INDEVCO Foodservice Packaging Innovation Team developed Sanita Natura® brand of eco-friendly coated foodservice paper products to address the growing need for recyclable foodservice packaging. In addition to hot and cold cups, the product line includes specialty-coated paper bags, sheets, rolls, and sachets, as well as paper straws and molded fiber bowls, plates, and boxes.

### **Sustainable Raw Materials**

Sanita Natura® foodservice product line integrates a recyclable specialty coating formula that preserves moisture and provides grease barrier and sealing properties, while replacing unrecyclable PE or wax liner structures. The cupstock coating offers a proprietary water-based functional and barrier emulsion. In addition, INDEVCO leveraged existing supply chains to source certified cupstock paper raw materials.

### **Recoverability**

Sanita Natura water-based coating and ink render it capable of entering any existing or future recovery system. The recyclable coating and ink dissolve in water during repulping, disperse, and become part of recycled pulp fibers without adversely impacting the recycled pulp.

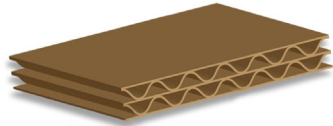
The logo for Sanita Natura, featuring the word "Natura" in a smaller font above "Sanita" in a larger, bold font, with a stylized leaf graphic to the left of "Natura".

## Recycled Applications

Waste from coated cupstock and cups can be reconverted into a range of products for foodservice, agricultural, electronic, and other industries. Some applications include:



Sack Paper



Testliner & Fluting



Coreboard



Molded Pulp Packaging

### STANDARDS

Paper cupstock complies with:

US Federal Drug Administration (FDA) EC Regulation No 1935  
BfR Recommendation XXXVI

Cupstock coating complies with:

- FDA
- EU REACH

### CERTIFICATIONS

Paper Cupstock Chain of Custody:

- Sustainable Forestry Initiative® (SFI®)
- Program for the Endorsement of Forestry Certification® (PEFC®)

Repulpability certified by Western Michigan University

Food-grade certified by IBE-BVI Belgian testing authorities

[www.SanitaNatura.com](http://www.SanitaNatura.com)

<http://news.indevcogroup.com/sustainability/indevcos-sanita-natura-recyclable-cup-shortlisted-in-nextgen-cup-challenge/>

See Appendix J for references.



## APPENDIX J

### Innovating Consumer & Foodservice Disposables References

1. Expert Market Research (2019). Global Paper Cup Market to Grow at a CAGR of 1.8% between 2019-2024.  
<https://www.expertmarketresearch.com/pressrelease/global-paper-cups-market>
- 2 & 3. Open Ideo (2018). NextGen Cup Challenge.  
<https://www.openideo.com/challenge-briefs/next-gen-cup-challenge>