



**Foammo<sup>®</sup>**  
**Redefining Reusable.**

**“By 2025, coffee shop growth  
will see the UK using  
approximately 3.75 billion  
disposable cups per year”**

HOUSE OF COMMONS  
ENVIRONMENTAL AUDIT COMMITTEE

# Introducing Foamo





# Lowest CO2 every step of the way

Made from  
70%  
renewable  
feedstock



Innovative  
foaming  
technology



50% less  
plastic,  
increased  
cup capacity



Improved  
thermal  
properties

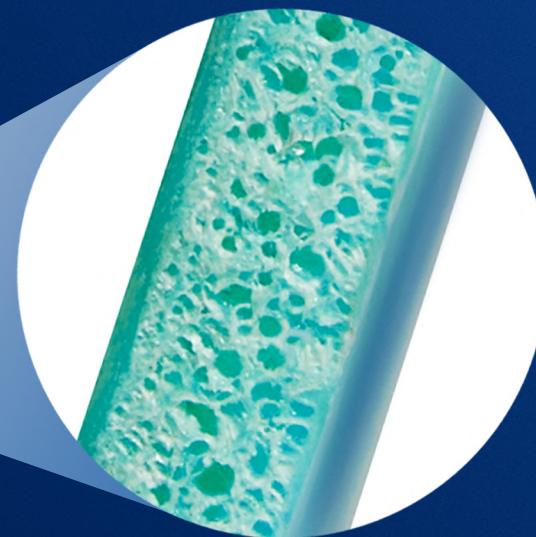


Easy  
to clean &  
dishwasher  
safe



100%  
household  
recyclable





## The Science Beneath the Sip.

**It's what's inside that counts.**  
Using a unique, patented foaming technology, each FOAMO is packed with tiny air bubbles, making it robust, lightweight, and able to keep your drink warm without the need for a wasteful sleeve.



# Serious green cred.





# Stats that brew change.

85%  
LESS  
VIRGIN  
MATERIAL†

70%\*  
PLANT  
BASED

ULTRA  
LOW  
CO<sub>2</sub>



**Foamo®** has a carbon footprint 20x lower  
than comparable reusable cups.



# Mix, Match & Make it Yours.

FOAMO reusable coffee cups come in 7 stylish, eco-friendly colors, giving you the freedom to mix and match lids and bodies to create a design that's uniquely yours. Plus, for businesses looking to make an impact, Foamo cups can be branded with screen printing or a 360° digital IML wrap.





# Perfectly Packaged, Perfectly Custom.

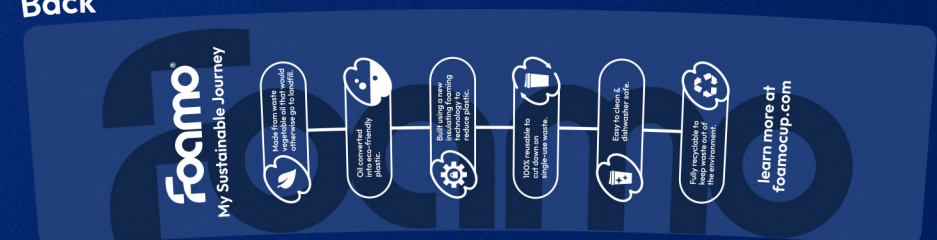
Every cup is delivered with a pre-printed band that shares FOAMO's sustainability story.

Feeling extra? Upgrade to a bespoke belly band - add your logo, brand colours, or even a QR code that whisks users directly to your latest campaign.

## Front



## Back





**Our PEFC certified box can be part-customised or fully tailored to your design.**

**Either way, it's 100% recyclable and ready to wow from the very first unboxing.**



# Smart Boxes for even Smarter Cups.





Why Foamo? The Lightest, Smartest, Reusable Cup



## Leading the Market in Reusable Drinkware

	OUR SOLUTION Foamo	STEEL REUSABLE CUP	TWIN WALL REUSABLE PLASTIC CUP	BAMBOO REUSABLE CUP	SINGLE USE PAPER CUP
SUSTAINABLE OR RECYCLED MATERIAL	✓	✗	✗	✓	✗
LOW ENERGY PRODUCTION PROCESS	✓	✗	✗	✗	✓
REUSABLE	✓	✓	✓	✓	✗
GOOD INSULATION	✓	✓	✗	✗	✗
DISHWASHER SAFE	✓	✓	✓	✗	✗
FULLY RECYCLABLE	✓	✗	✓	✗	✗
ESTIMATED LIFESPAN	500+ USES	500 USES	200 USES	50 USES	1 USE
CROSS SECTIONS					

Less weight, Less waste, Lower impact

# Foamo vs. 'the alternatives'

Foamo has a carbon footprint **20 x lower** than comparable reusable cups.

	AMERICANO	KEEP CUP ORIGINAL	Foamo	CIRCULAR & CO RETURNABLE CUP	CAMELBAK HORIZON
WEIGHT	115G	180G	60G	180G	273G
DESIGN	DOUBLE WALL	SINGLE WALL	UNIQUE FOAMING TECHNOLOGY	SINGLE WALL	DOUBLE WALL
VOLUME	350ML	350ML	540 ML	340ML	500ML
INTERNAL TEMP. AFTER 10 MINUTES	58°C	48°C	69°C	51°C	85°C
RECYCLABILITY	CURB SIDE (NOT IML)	CURB SIDE (NOT SILICON BAND)	CURB SIDE (INCLUDING IML)	CURB SIDE	CURB SIDE
CO2e (kg)	0.771	0.83	0.0372	0.172	2.6
MANUFACTURED	UK	CHINA	UK	CHINA	CHINA
DISHWASHER SAFE	YES	NO	YES	YES	YES

## How Our CO<sub>2</sub>e Impact Compares



Data sourced from relevant industry websites on 12 September 2025. Foamo CO<sub>2</sub>e report independently completed and verified by WMG (Warwick Manufacturing Group, A High Value Manufacturing Catapult)