

# Custom Branding

## Clear cups & bowls



Clear cups & bowls customisation guidelines  
February 2018



**BioPak**  
It doesn't cost the earth

# Customise your cups or bowls

We offer free custom branding for orders of 50,000 cups or more

## 1. Select cup size and type

150ml, 200ml, 280ml, 300ml, 360ml, 420ml, 500ml, 600ml & 700ml

## 2. Choose your quantity

The minimum order quantity of 50,000 per size for a single colour

## 3. Send us your artwork

Free design and artwork setup

High quality printing

Standard clear cup printing is single colour only, additional colours can be printed for a fee of \$5.00 per colour per carton

No plate costs

## 4. BioPak endorsement

We recommend incorporating the trusted BioCup or BioPak logo along with an environmental message into your artwork

## 5. 8-week delivery lead time

8-week turn around from artwork approval to delivery

## 6. No deposit and free storage

No deposit required

Free storage for 3 months. Subsidised storage rates available thereafter

Our pay-as-you-use\* system allows you to order and pay for what you need, when you need it

You can draw down one carton at a time

## 7. Same day dispatch on all orders

All orders placed before 1pm in most metro areas will be delivered same day (conditions apply)

## 8. Ongoing inventory management

We monitor your stock levels to ensure you never run out



\*Pay-as-you-use customers must indicate that product will be drawn and paid for evenly over a maximum of 6 months. If product cannot be drawn in this manner, we can still provide custom products but different payment plans will have to be discussed.

# Print specifications

### Design notes

Use our supplied artwork templates.

Check all design elements by printing the artwork, cutting to the template shape and wrapping onto the required cup/bowl size

Care should be taken ensuring logos and design elements are proportionally the same across cup sizes as required. Take care when placing logos on two sides of the cup that they appear exactly opposite each other

Ensure artwork aligns at the cup/bowl seam

Artwork to be supplied in vector format in solid colours

Artwork can only be printed in solid Coated Pantone colours

Metallic and fluorescent colours cannot be used

Standard clear cup printing is single colour only, additional colours can be printed for a fee of \$5.00 per colour per carton.

Colour printing is limited to four colours.

Up to six colours can be printed for orders above 200 cartons.

Line work must be 0.5 point or greater

Text must be 7 point or larger

Convert all text to outlines and embed all images

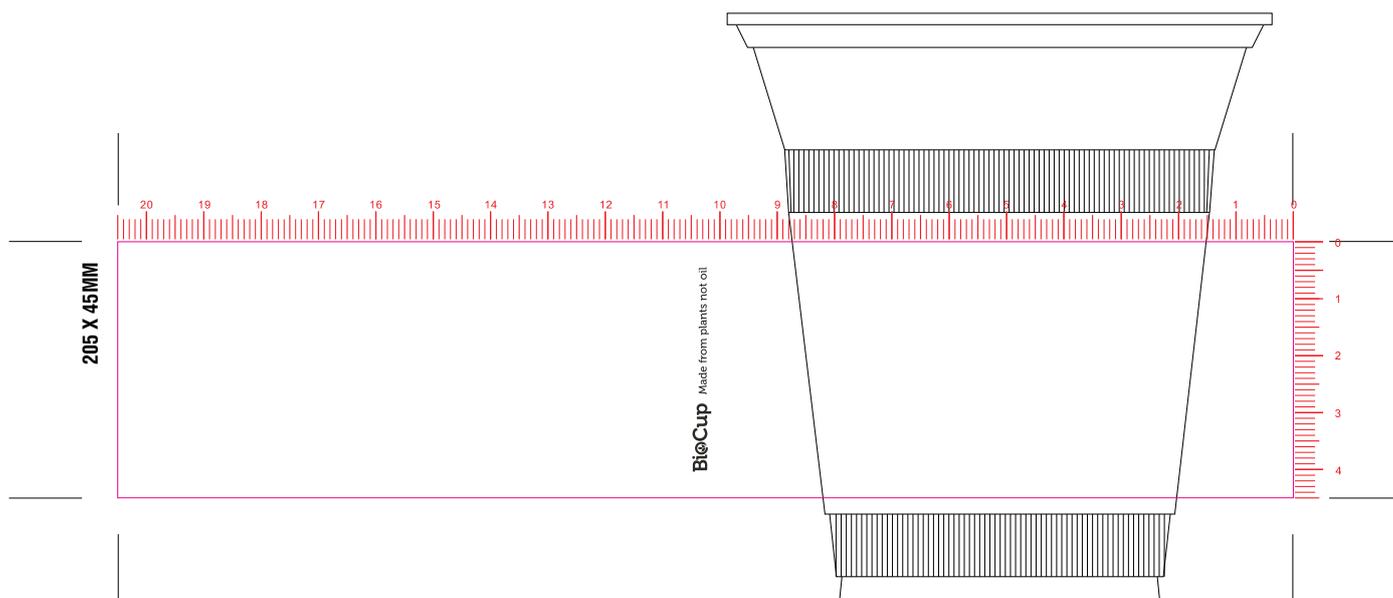
### Copyright

All images, graphics and fonts provided in artwork/or provided to BioPak to artwork, must comply with copyright and be the property of the client

### Templates notes

Print safe area marked by the solid line. Artwork that extends beyond this line will not be seen on the cups. Keep all key info 3mm within the print area. To test on a cup, print templates to scale and cut along the dotted line and wrap around the required cup/bowl size

### Example clear cup template – 360ml



# Environmental benefits

Custom printing is an effective way to advertise your business and we encourage you to highlight the environmental benefits of using a BioCup by incorporating the trusted BioCup logo along with an explanation of the environmental benefits into your artwork.

Our recommendation on messaging listed below. We are always willing to assist with your own unique message, please call us to discuss your individualized business needs.

## Suggested environmental claims

Bioplastic cups are made from plants not oil

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This cup is made from plants not oil

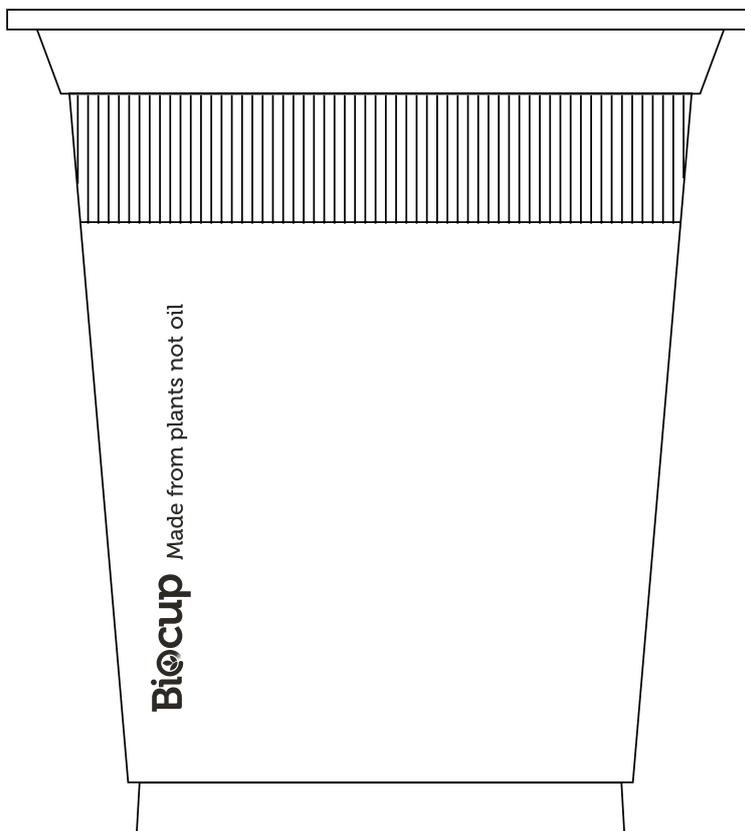
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This cup is carbon neutral

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1% of profits donated to Rainforest Rescue

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**BioCup** Bioplastic is made from plants not oil

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**BioCup** This cup is carbon neutral &  
It doesn't cost the earth 1% of profits donated to Rainforest Rescue

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# BioCup logo use

## Logo and tagline colour

Option 1 – Use our single colour mono logo and tagline in a BioPak brand colour, as shown below

Option 2 – Where BioPak brand colours are unsuitable please use our mono logo in black or white

Option 3 – Where options 1 and 2 are unsuitable we will consider other colours, subject to our approval process

Pantone Coated (C)

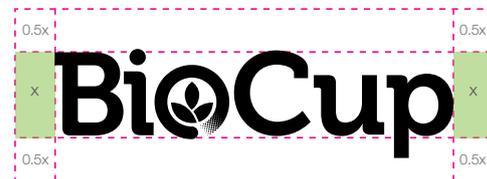
-  PANTONE 376 C
-  PANTONE 4715 C
-  PANTONE 348 C

## Logo clear space

The standard clear space for the BioCup logo is indicated with a 'X'

Minimum logo size is 17mm

BioCup logo clear space



BioCup logo minimum size



# About BioPak

BioPak is a pioneer and leader in the field of sustainable single-use food service disposable packaging. Incorporating the triple bottom line of 'People Planet Profits' into the business DNA from the get go, provided us with an indisputable competitive advantage in the region. With our focus on developing and promoting sustainable plant-based packaging solutions we have, in the space of 10 years, disrupted an industry. We are always looking to raise the bar and we hope that our B Corp certification inspires and motivates others in our industry to follow suit. B the change.



## Custom branding is available on:



**Paper cups & bowls**  
 MOQ: 50,000 units  
 Delivery: 8 weeks  
 Shelf Life: 12 months



**Clear cups & bowls**  
 MOQ: 50,000 units  
 Delivery: 8-10 weeks  
 Shelf Life: 12 months



**Reusable cups**  
 MOQ: 1,000 units  
 Delivery: 12 weeks  
 Shelf Life: 4 years



**Cutlery**  
 MOQ: Various  
 Delivery: 8-10 weeks  
 Shelf Life: 6-12 months



**Napkins**  
 MOQ: 30 Cartons  
 Delivery: 8 weeks  
 Shelf Life: Indefinite



**BioBoard**  
 MOQ: 30,000 units  
 Delivery: 12 weeks  
 Shelf Life: Indefinite



**Straws**  
 MOQ: 100,000 units  
 Delivery: 8 weeks  
 Shelf Life: Indefinite

Functional Life:  
 12 months