

Media Alert

**Smart & Intelligent: Berry's Reusable Cup Range Gains Renewed Attention**

Berry Global says it is seeing increasing interest in its recently launched Reusable Cup range from companies in the HoReCa (Hotels, Restaurants and Catering) sector seeking to replace single-use packaging with high-functioning alternatives.

Ideal for on-site and takeaway, the range has now been further enhanced with the addition to its selection of reusable lids of a new multi-purpose sip lid designed for optimal use with a straw.

“We are thrilled that our reusable cup range is gaining traction,” said Uwe Zinnert, Sales Director for reusables at Berry. “The cups have been specifically developed to help foodservice businesses meet growing consumer demand and regulatory requirements for sustainable solutions, offering reusability while maintaining premium quality and providing high-impact branding opportunities.”

The reusable cup range is part of Berry’s B Circular Range of standard packaging solutions designed for circularity. Crafted from polypropylene, the cups are stackable, dishwasher-safe for easy cleaning, and can be used repeatedly. Their innovative heat-insulating ribs ensure comfort and stability for both hot and cold drinks, and the availability of customisable In-Mould Labelling offers enhanced decoration capabilities. When they reach the end of life, the mono-material PP cups remain a valuable feedstock and can be recycled in a dedicated recycling stream in countries with the appropriate recycling infrastructure.

A notable option for the range is the availability of embedded RFID chips or unique QR codes, which make the cups easy to track, manage, and reuse. In particular, the RFID chip can enable the setting up of streamlined automatic return deposit and refill systems, as well as efficient cup maintenance through wash cycle tracking and inventory management. This innovative feature resulted in the cups being nominated for a Packnorth 2024 Award in the "smart & intelligent packaging" category.

“At Berry, we remain dedicated to creating high quality packaging that supports a circular economy, and meets market demands for resource-efficiency, functionality, and innovation,” said Uwe Zinnert.

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**About Berry**

At Berry Global Group, Inc. (NYSE: BERY), we create innovative packaging solutions that we believe make life better for people and the planet. We do this every day by leveraging our unmatched global capabilities, sustainability leadership, and deep innovation expertise to serve customers of all sizes around the world. Harnessing the strength in our diversity and industry-leading talent of over 40,000 global employees across more than 250 locations, we partner with customers to develop, design, and manufacture innovative products with an eye toward the circular economy. The challenges we solve and the innovations we pioneer benefit our customers at every stage of their journey. For more information, visit our[website](https://www.berryglobal.com/en/), or connect with us on [LinkedIn](https://www.linkedin.com/company/berryglobal) or[X](https://twitter.com/BerryGlobalInc).

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