

## Press Release

### COFFEE CUPS DRIVING POSITIVE SOCIAL CHANGE

For immediate release

March 27, 2017

In an Australian first, global packaging company, Detpak, has launched a collection of hot cups featuring vivid imagery inspired by the architecture, textiles and traditions of coffee-producing nations with a goal to support social change using the power of coffee.

Branded Detpak Coffee Origins™ Cup Gallery, Detpak's vision for this range is to make a positive and sustainable impact far from home. The beautifully designed cups are not only unique to drink from, but each tell a story and enable the customer to become closer to the origin of the coffee itself.

Detpak's Group Marketing Manager, Shane Fuller said: "By purchasing the Detpak Coffee Origins™ Cup Gallery, you're contributing to improving the health, education and food security of families in rural coffee growing communities around the world."

The range of PE-lined cups feature three designs, influenced by Guatemala, Cuba and Mexico, with vivid imagery reflecting the countries' rich history, design traditions, and cultures.

Detpak is working with charities in coffee growing regions to drive positive social change using the power of coffee. Five per cent of Coffee Origins™ cup sales will go to partner organisations, and the first such charity is Guatemalan-based Pueblo a Pueblo, which is focused on sustainability charitable works to improve food security, health and education in coffee-growing communities.

Mr Fuller said: "Our hope is that when people drink coffee from these cups, they consider the journey which the coffee has taken to get there, and appreciate the diversity of all people involved within the creation." As the Detpak Coffee Origins™ Cup Gallery evolves, more countries will be added to the collection, and Detpak will team with more charities to create greater social change using the power of coffee.

Detpak Coffee Origins™ Cup Gallery will be showcased at the Melbourne International Coffee Expo that begins on March 30.

## Contact

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## About Detpak

A Member of the Detmold Group, Detpak is a specialist paper and board packaging manufacturer dedicated to the food service industry. Detpak is a well-respected name in the coffee industry, with a comprehensive suite of products from the iconic Ripple-Wrap™ cup, to a fully biodegradable and compostable café range.

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