



## THE BUSINESS BENEFITS OF HUSKEESWAP

Single-use plastic is a massive problem, with over 600 billion coffee cups and lids being produced globally every year. While there is a current drive towards compostable products, single-use is still single-use. Often these cups are more expensive for cafes, have environmental problems of their own, and still end up in landfill.

Here are some great motivations to change to a Reuse model:



Conscious consumerism is on the rise - customers will make decisions based on their values and expectations



Be part of the growing circular economy movement and transition away from a linear-consumption model



Become a Champion of sustainability and visibly demonstrate your values and commitment



Create new and loyal customers while breaking old habits and forming new positive ones.

With Huskee, you have a simple and ethical way to take action. We design products and systems that are both innovative and intuitive, and we support you along your journey of change. There has never been a better time to **be the change**.

## WHY YOUR VENUE SHOULD CONSIDER HUSKEESWAP

By implementing **HuskeeSwap** with us, you save money in multiple ways. With low margins and increasing costs, it's simply just good business.

### EXAMPLE CAFE SAVINGS

- ✓ An average cafe can spend over \$20,000 on disposable cups and lids every year!
- ✓ A single customer Swapping 5 days/week could save you over \$80 a year
- ✓ If just 20% of your customers Swap daily, your venue can save up to \$2,500 every year
- ✓ Earn an additional \$4,000 revenue (AU avg) in retail sales of Huskee

### PEOPLE

- ✓ Your customers care and have increasing expectations of businesses
- ✓ Engage with the rising conscious consumer movement
- ✓ Strengthen loyalty and help customers take action through active engagement
- ✓ Have inspiring and positive conversations about your initiatives

### PROFIT

- The unique **HuskeeSwap** system helps any business or organisation in three proven ways:
- ✓ Ongoing savings on disposable packaging costs, and waste bills
  - ✓ Creating a new retail revenue stream for your venue; as a purchase model
  - ✓ Attracting new and retaining existing customers using the **HuskeeSwap** system

### PLANET

- ✓ The world's first designer coffee cup made from coffee husk waste
  - ✓ All Huskee product range materials contain recycled or repurposed content
  - ✓ True circular economy outcomes achieved through EOL collection and the **HuskeeLoop** program.
- With single use cup bans increasing nationally and globally, don't simply increase costs with compostables. Save money and protect our resources. Single-use is always single use, regardless of the materials

# UNIQUE ADVANTAGES OF HUSKEE



## HuskeeSwap

- ✓ Opt-in reuse model. Swap as much or as little as you like
- ✓ Cups hygienically cleaned by the cafe, rather than the user
- ✓ Huskee App is optional (not required) reducing barriers to uptake.
- ✓ Purchase model adds revenue. Now add HuskeeRenew and HuskeeSteel to retail options.
- ✓ Huskee App now with Loyalty and Impact features



## Retail

- ✓ Customers purchase a HuskeeCup to start Swapping
- ✓ Huskee products are elegantly designed for a great user experience
- ✓ HuskeeCups are mid-range priced for affordability
- ✓ HuskeeCups unique soft material is made from waste coffee husk
- ✓ Available in multiple industry-standard sizes with universal lids



## Suitable for Dine-In Service

- ✓ Durable and built for cafe environments - no breakage
- ✓ Interlocking saucer suitable for all sizes (except 3oz)
- ✓ Cups, lids and saucers are stackable
- ✓ Iconic fin design makes even the hottest drinks comfortable to hold

Don't want to carry a cup around all day, simply **STORE** your cup at your local **HuskeeSwap** venue. Forgot your cup, simply **BORROW** one. This is reuse made simple, and convenient.

## HOW TO GET STARTED?



**We hope we have piqued your interest.** Now that you are ready to join the movement, simply go to our website and follow the quick sign-up process.

[Register for HuskeeSwap](#)

Once you have registered for HuskeeSwap and purchased your initial cups, you will receive a merchandise pack and all the collateral you need to get started.

Need more information about Huskee or our systems? Click on the buttons below.

[Cost/Impact Calculator](#)

[Search our FAQ's](#)

[2022 Impact Report](#)

Busy or prefer a phone conversation? Simply reach out to our team at [swap@huskee.co](mailto:swap@huskee.co)



**Huskee.**