

R³ Cup

by LODI Enabled

Reuse. Return. Recycle.

A plastic cup that's better for businesses,
punters AND the planet?
We'll drink to that.



Manufactured using durable and sustainable food-grade polypropylene

Infinity-loop upcycling solution at end-of-life

Integrated external and internal visual measurement cues - mL and oz

Unique ribbed design for unmatched hand-feel and temperature control

Seamless lip design for a drip-free drinking experience

Heat resistant and commercial dishwasher safe

Clear and coloured options available

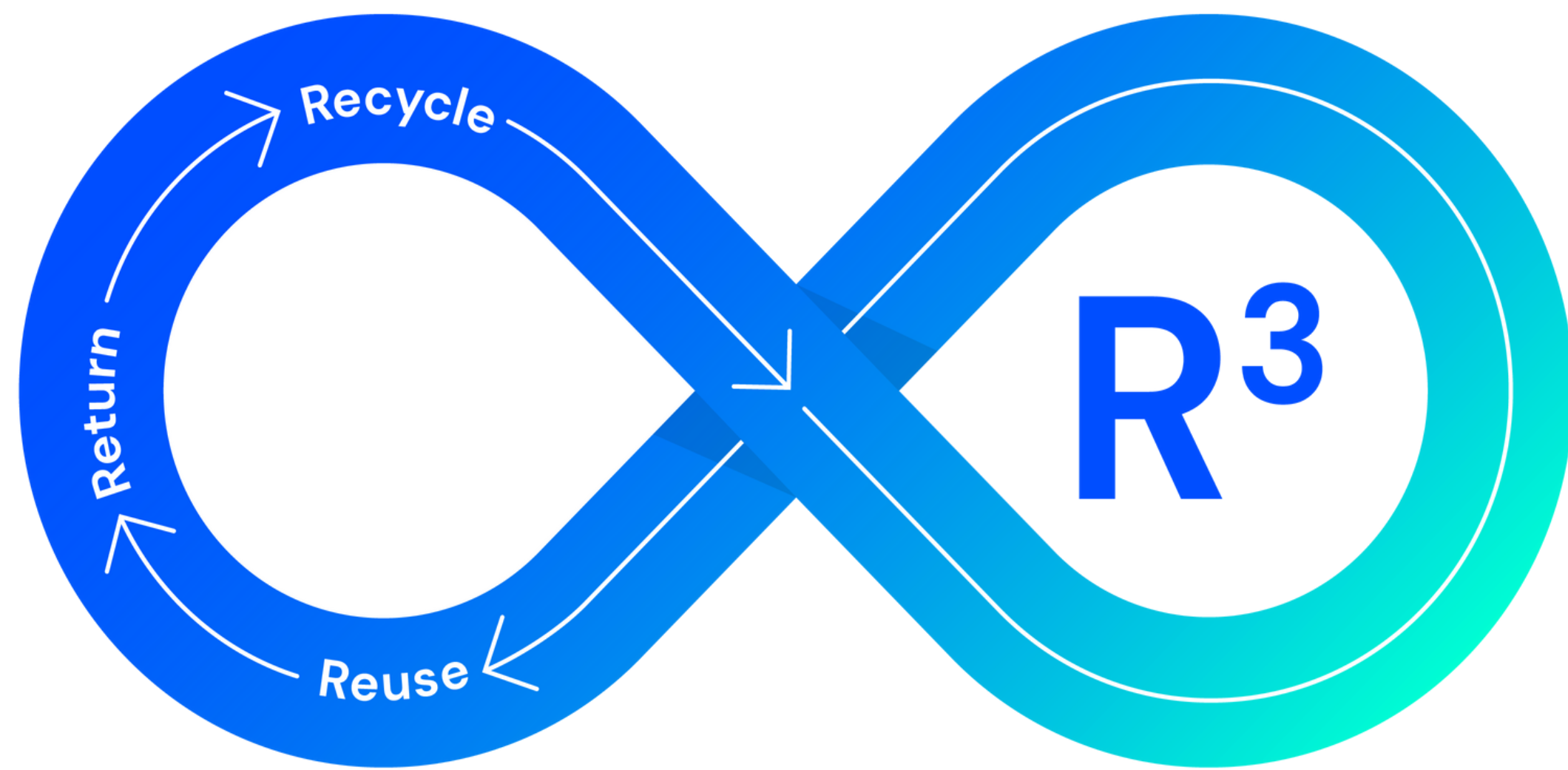
Let's run some numbers past you.

Every single-use cup takes around 450 years to breakdown in landfill. Now, think about the estimated 1.84 billion single-use cups used by Aussies every year.

Head hurt? We don't blame you.

R³ Cup, brought to you by the team at LODI Enabled, offers a product and service that can help change this. Instead of ending up in landfill, R³ Cups can be returned and remade into other products. The best part? LODI does all the hard work for you with a simple recycling service. A plastic cup that's better for businesses, punters AND the planet? We'll drink to that.



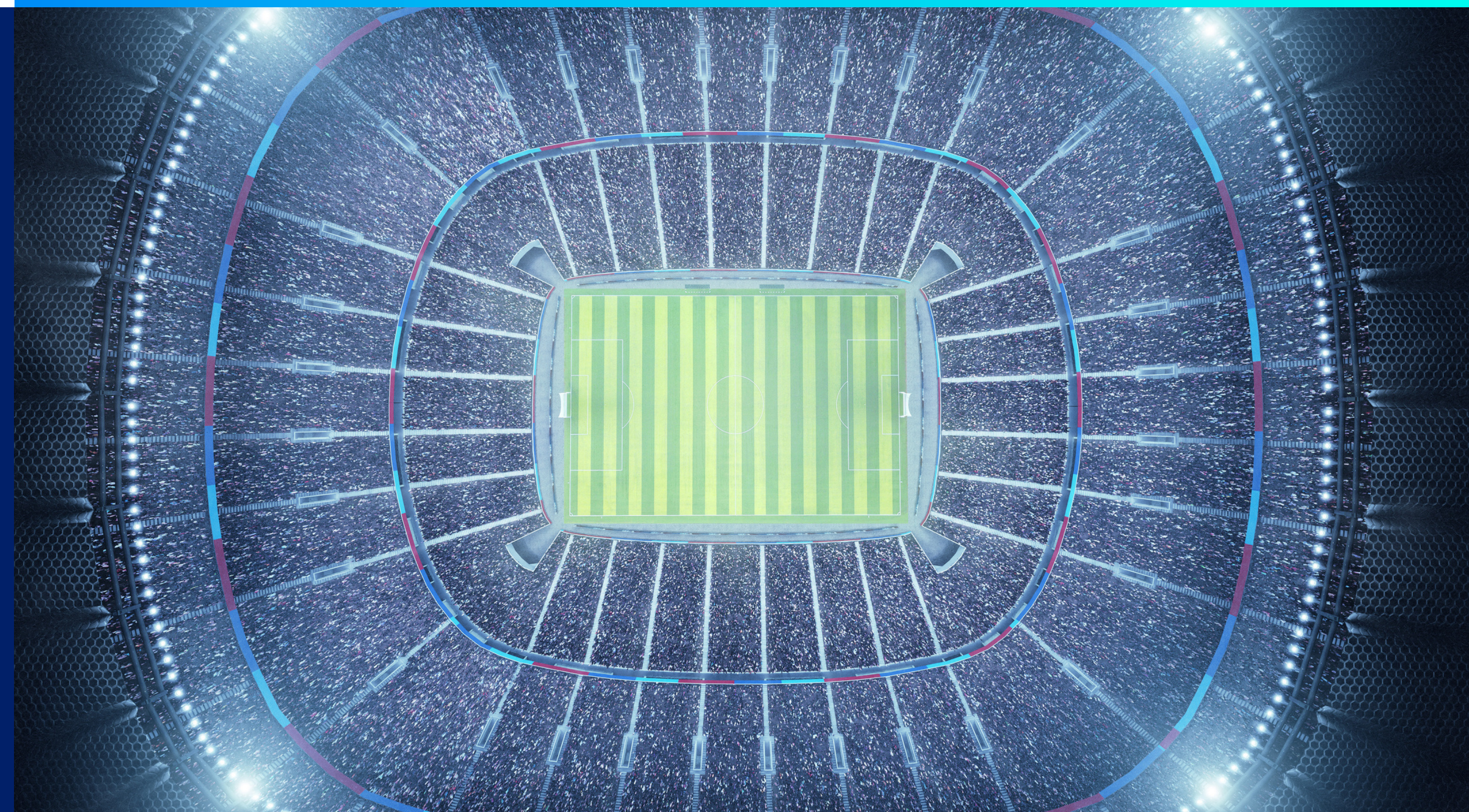


Infinity-loop recycling solutions

Manufactured in Australia using sustainable polypropylene, the R³ Cup service also offers a return and upcycle service through our in-house infinity-loop recycling solutions. This means that once an R³ Cup reaches its end of life, it can be returned and remade into longer-life and higher-value products — ultimately reducing waste and the impact of single-use cups on our planet.

Every drink, every event

The R³ Cup is designed as a dual-use hot and cold drink cup. With a ribbed design that offers incredible temperature retention and condensation dispersion, integrated internal and external visual measurement cues, as well as rim that works perfectly with standard 12 oz coffee cup lids and fits perfectly under group heads, the R³ Cup is perfect for everything from morning coffees to night-time frothies.



Who we serve

R³ Cup's are ideal to provide sustainable supply solutions into:

- Stadiums
- Festivals
- Events – sporting, cultural, music, arts and entertainment
- Entertainment and Hospitality venues including Pubs, Clubs, Hotel, Breweries &
- Distilleries

Using the R³ Cup will help your organisation get ahead of government legislation and single-use plastic cup bans, measurably minimise plastic waste to landfill, adopt circular economy principles for your event or facility by reusing, reducing and recycling. Sound good? Yep, we think so too.



As used by the Woodford Folk Festival

Woodford Folk Festival have chosen the R³ Cup as their re-useable, returnable and recycle-able festival cup, as seen below with punters enjoying a beverage in late 2022.



Revolutionary cup design

The R³ cup is high-quality, durable and designed with both event staff and attendees in mind.

Our product offers integrated internal and external visual measurement cues of the most popular drink volumes, a ribbed design delivering great grip and feel in-hand, stackable for easy storage and collection, and a seamless lip design that delivers a drip-free drinking experience.

The smartest cup – ever?

The R³ Smart Cup stands at the brink of a technical revolution, opening up a whole new world of 'brand in hand', linking your brand to our cups and to your end customer. The Smart Cup will set a new standard in integrated vendor – customer experience, using next-generation tracking technology to deliver you deeper customer insights, and your customers a better event experience.



We want to work with you

Together, we can deliver your customers a better experience, offer you deeper insights into their behaviour AND help create a brighter future for all.

We tailor our service to your business, and offer three purchase options:

1 Buy to own

2 Buy with buy-back provision

3 Rent R³



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