

The logo features the brand name 'LAVAZZA' in a large, bold, white, sans-serif font, with the word 'PROFESSIONAL' in a smaller, white, all-caps, sans-serif font directly below it. The text is centered within a dark green circular area that has a textured, leaf-like border. This central area is surrounded by a vibrant green background filled with various botanical illustrations, including leaves, stems, and small flowers in shades of red and blue. Silhouettes of a person climbing and a person riding a bicycle are also visible within the green background.

LAVAZZA

PROFESSIONAL

The Vendies 2020

Best Sustainable
Product

Supporting Material

Introducing the KLIX Eco Cup™- the first vending machine cup that can be recycled like normal paper...



We know our customers care about our planet
And so do we

That's why we've been making great strides forward in our mission to deliver more sustainable drinks vending solutions



Easier-to-recycle
Klix® PP Cup

Recyclable paper
Klix® Eco Cup

“We are very excited about our new, more sustainable cups which are part of our focus on innovation and sustainability.

We consider sustainability at every step - by designing resource and energy-efficient solutions, working with suppliers to use lower-impact materials and manufacturing processes, and ensuring our products have simple end-of-life solutions.”

Hossam Ashraf, General Manager,
Lavazza Professional Europe

Made of paperboard from certified PEFC* sources

- Recyclable
- Biodegradable
- Sourced from renewable forests
- Sustainable and environmentally friendly



'Programme for the Endorsement of Forest Certification' (PEFC) promotes sustainable forest management through independent third-party certification. Current regulation states that recycled materials cannot be used in the food contact surface of food packaging.

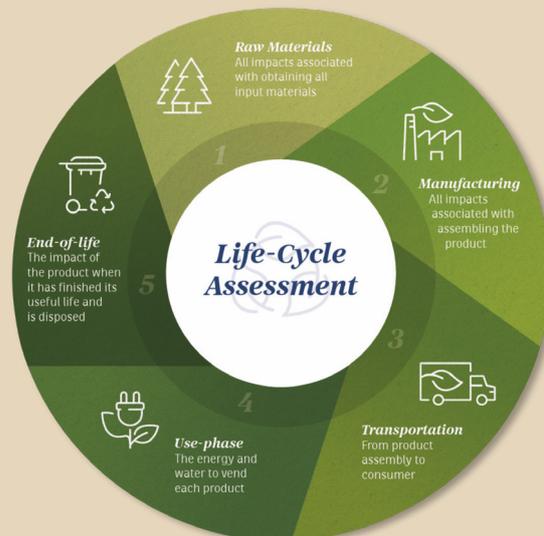


About our Life Cycle Assessment

To evaluate the quality of our breakthrough, we commissioned an independent Life Cycle Assessment by consultancy WSP.

The assessment compared our new KLIX Eco Cup™ with the most widely available options in the most likely waste disposal scenario.

Many of these options will often end up in landfill or waste to energy processes due to limited access to the appropriate recycling facilities or the value of the material in its second life being so low.



Switching to KLIX Eco Cup™ can lead to

a reduction in environmental footprint of over 63%

compared to a standard paper cup used in a vending machine that would end up in landfill

Life Cycle Assessment



Here's how these figures are calculated

Life Cycle Assessment data based on analysis completed by external consultancy WSP July 2019, project reference 70054350 and November 2019, project reference 70054350-DEL-004

CO₂eq = Carbon dioxide equivalent is a measure used to compare the emissions from various greenhouse gases based upon their global warming potential.

CO₂eq value for mug production amortised across 2,000 uses

A biodegradable choice for extra peace of mind

The combination of paperboard and water-based barrier technology means that KLIX Eco Cup™ doesn't harm the environment in the event it is not properly disposed of.

The next big step will be to have a fully compostable solution, which we expect to achieve in 2020.



Our Mission

The vast majority of our drinks will be in a KLIX Eco Cup™ by the end of 2020

With 100% of drinks in the KLIX Eco Cup™ by the end of 2021

