

Room For™ Coffee-conserving Hot Cup

Make every drop count.

To-go cups are typically served filled to the brim, which is fine if you like your coffee black, but this leaves millions of milk and cream lovers with no choice but to dump a few ounces of hot coffee in the garbage. The practice of *making room* seems benign - if not trivial - but it wastes millions of gallons of coffee, billions of gallons of water and an enormous amount of energy, every year.

Room For™ brand hot cups conserve coffee by making it easy for customers to indicate precisely how much room they need for milk or cream. Hot coffee that would have otherwise gone down the drain instead becomes available to the next customer in line.

A deeper shade of green.

Eliminating the need for customers to make room means retailers can stretch the value of the most important ingredient: **coffee**. Your customers will benefit from an improved retail experience and we'll all benefit from a more efficient use of coffee, water and other important resources.



Visit roomfor.org to learn more. R4 Volume Indicator is used under license from Sector Labs, Inc.



- Saves coffee, water & energy
- Improves the retail experience
- Stock and custom prints

Simple, intuitive & effective.

Our patent-pending **R4 Volume Indicator** eliminates the guesswork by giving customers a simple way to indicate when a barista should stop dispensing coffee. It's a simple solution to a big problem and a great way to make every drop count.



Item #	Description	Case Pack
250-R4I 12	12oz Coffee-conserving Hot Cup	1000
250-R4I 16	16oz Coffee-conserving Hot Cup	1000

To see our complete line of BioMass Packaging® products visit biomasspackaging.com. Or call our office at (800) 317-2737.



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