

# Huskee.™

## 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



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



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



You 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 SHOULD YOUR BUSINESS 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

- ✓ A cafe spends over \$23,000 on disposables per year\*
- ✓ A single customer swapping 5 days a week would save you \$83 per year
- ✓ Just 10% of customers swapping would save your cafe over \$2,300 each year
- ✓ Plus an additional \$4,000 from HuskeeCup sales per year (median in Australia)

*\*based on a 200 coffees/day volume and cup/lid costing \$0.32*

### 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 **HuskeeSwap** system helps any business or organisation in three proven ways:

- ✓ Ongoing savings on disposable packaging costs, and waste bills
- ✓ A new revenue stream through new cups sold as retail
- ✓ Attracting new and retaining customers using the **HuskeeSwap** system

### PLANET

- ✓ The world's first coffee cup made from coffee husk; our industry waste
- ✓ All products contain recycled and repurposed materials
- ✓ True circular economy through collection of end-of-life cups by 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
- ✓ **HuskeeSwap** app not required to start swapping. All you need is a HuskeeCup
- ✓ **HuskeeSwap** app enables optional STORE and BORROW features
- ✓ **HuskeeSwap** app enables optional Loyalty



## 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** are uniquely made from waste coffee husk
- ✓ Available in multiple sizes with a universal lid



## 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. Customers keep returning and love the options, **and you.**

## 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 signed up and purchased your starter amount of cups, you will be sent a free merchandise pack and all the collateral you need to get started.

Maybe you have more questions. We invite you to ask around and explore our site. Below are some more resources we have to help.

[Cafe Solutions](#)

[All our FAQ's in one place](#)

[2022 Impact Report](#)

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

To Order, please contact your COS representative or [click here](#)

