

# Custom Branding

## Clear cups & bowls



Clear cups & bowls customisation guidelines  
May 2023



**BioPak**  
It doesn't cost the earth

# Customise your cups or bowls

We offer free custom branding for orders of and over 40,000 cups or 50,000 bowls

## 1. Select cup size and type

Standard cups – 150ml, 200ml, 250ml, 280ml, 300ml, 360ml, 420ml, 500ml, 600ml, 700ml

Tumbler cups – 250ml, 360ml, 500ml

## 2. Choose your quantity

The minimum order quantity 50,000/size

## 3. Free artwork design service

Free design and artwork setup

High quality printing – up to 4 Coated Pantone colours

Standard clear cup printing is single colour only, additional colours can be printed for a fee of \$5.20 per colour per carton

No plate costs

## 4. BioPak endorsement

We recommend incorporating the trusted BioCup or BioPak logo along with an environmental message into your artwork

## 5. 12 weeks delivery lead time

12 weeks turnaround time from signing the contract to delivery

## 6. No deposit and free storage

No deposit required (conditions apply)

Free storage for 3 months (conditions apply), enquire for additional storage rates

Our pay-as-you-use\* system allows you to order and pay for what you need, when you need it (conditions apply)

You can draw down one carton at a time

## 7. Same day dispatch on all orders

All orders placed before 10am in most metro areas will be delivered same day (conditions apply)



BioPak donates 5% of profits to positive change.

\*Pay-as-you-use customers must indicate that product will be drawn and paid for evenly over a maximum of 3 months. If product cannot be drawn in this manner, we can still provide custom products but different payment plans will have to be discussed.



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# Print specifications

### Design notes

Use our supplied artwork templates.

Check all design elements by printing the artwork, cutting to the template shape and wrapping onto the required cup/bowl size

Care should be taken ensuring logos and design elements are proportionally the same across cup sizes as required. Take care when placing logos on two sides of the cup that they appear exactly opposite each other

Ensure artwork aligns at the cup/bowl seam

Artwork to be supplied in vector format in solid colours

Artwork can only be printed in solid Coated Pantone colours

Metallic and fluorescent colours cannot be used

Standard clear cup printing is single colour only, additional colours can be printed for a fee of \$5.20 per colour per carton.

Colour printing is limited to four colours.

Up to six colours can be printed for orders above 200 cartons.

Line work must be 0.5 point or greater

Text must be 7 point or larger

Convert all text to outlines and embed all images

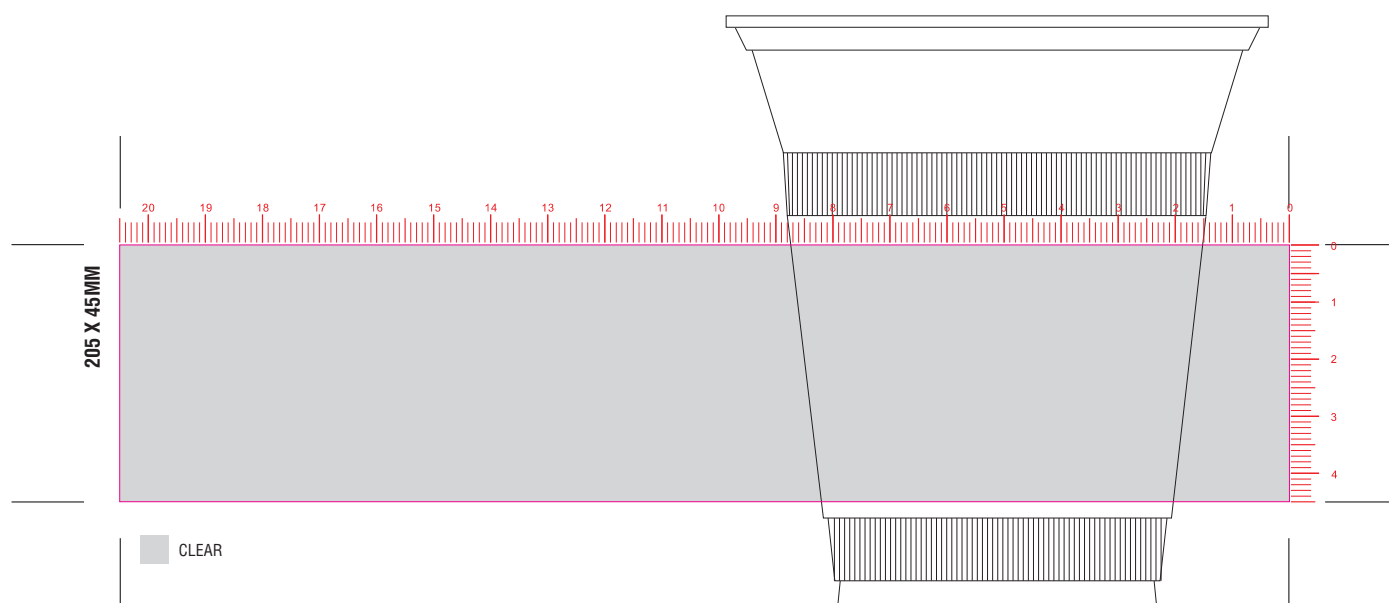
### Copyright

All images, graphics and fonts provided in artwork/or provided to BioPak to artwork, must comply with copyright and be the property of the client

### Templates notes

Print safe area marked by the solid line. Artwork that extends beyond this line will not be seen on the cups. Keep all key info 3mm within the print area. To test on a cup, print templates to scale and cut along the dotted line and wrap around the required cup/bowl size

### Example clear cup template – 360ml



# Environmental benefits

Custom printing is an effective way to advertise your business and we encourage you to highlight the environmental benefits of using a BioCup by incorporating the trusted BioCup logo along with an explanation of the environmental benefits into your artwork.

Our recommendation on messaging listed below. We are always willing to assist with your own unique message, please call us to discuss your individualized business needs.

## Suggested environmental claims

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Bioplastic cups are made from plants, not oil

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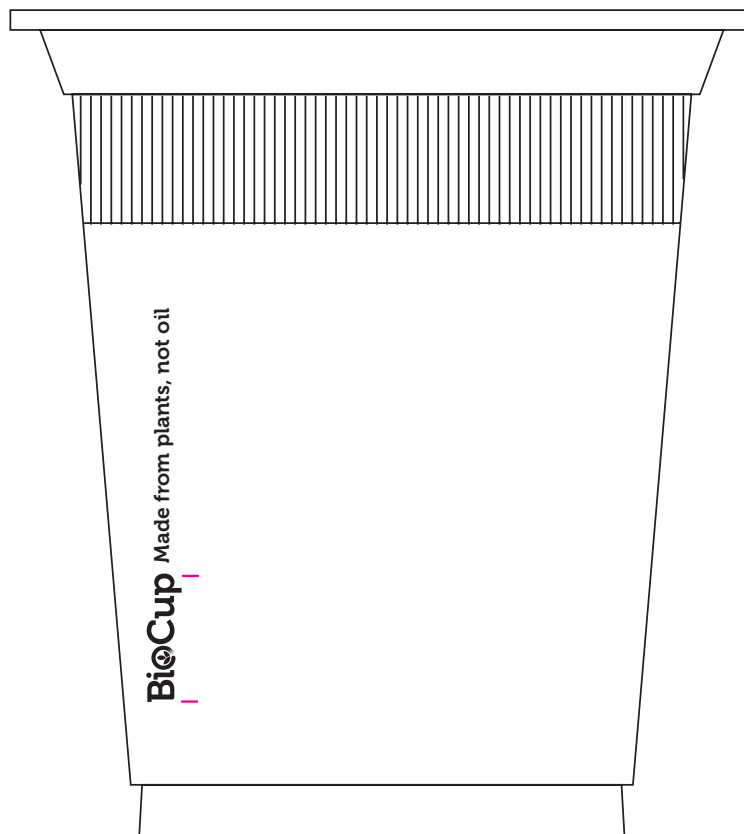
This cup is made from plants, not oil

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1% of profits donated to rainforest protection

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## Image for illustrative purposes only



**BioCup** Bioplastic is made from plants, not oil

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# BioCup logo use

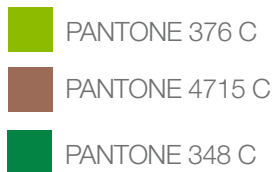
## Logo and tagline colour

Option 1 – Use our single colour mono logo and tagline in a BioPak brand colour, as shown below

Option 2 – Where BioPak brand colours are unsuitable please use our mono logo in black or white

Option 3 – Where options 1 and 2 are unsuitable we will consider other colours, subject to our approval process

Pantone Coated (C)



## Logo clear space

The standard clear space for the BioCup logo is indicated with a 'X'

Minimum logo size is 17mm

BioCup logo clear space



BioCup logo minimum size



# About BioPak

BioPak is a pioneer and leader in the field of sustainable single-use food service disposable packaging. Incorporating the triple bottom line of 'People Planet Profits' into the business DNA from the get go, provided us with an indisputable competitive advantage in the region. With our focus on developing and promoting sustainable plant-based packaging solutions we have, in the space of 10 years, disrupted an industry. We are always looking to raise the bar and we hope that our B Corp certification inspires and motivates others in our industry to follow suit. B the change.



## Custom branding is available on:



### Paper cups & bowls

MOQ: 50,000 units

Delivery: 8-10 weeks

Shelf life: 12 months



### Clear cups & bowls

MOQ: 50,000 units

Delivery: 12-14 weeks

Shelf life: 12 months



### Reusable cups

MOQ: 250 units

Delivery: 14-15 weeks

Shelf life: 4 years

Functional life:  
12 months



### Cutlery

MOQ: Various

Delivery: 12 weeks

Shelf life: 6-12 months



### Napkins

MOQ: 30 cartons

Delivery: 12 weeks

Shelf life: Indefinite



### BioBoard

MOQ: 30,000 units

Delivery: 12 weeks

Shelf Life: Indefinite



### Straws

MOQ: 100,000 units

Delivery: 11-12 weeks

Shelf life: Indefinite

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