

## SECOND LIFE FOR DISPOSABLE COFFEE CUPS

VPF PRESENTS SUSTAINABLE ADHESIVE MATERIAL  
MADE FROM COFFEECUP PAPER® FOR THE FIRST TIME

SPROCKHÖVEL, APRIL 2022

VPF GmbH & Co. KG is using more and more sustainable materials in their products. Now, for the first time, the self-adhesive material specialist from Sprockhövel is using the brand new CoffeeCup Paper®, consisting of at least 25 percent recycled disposable coffee cups. The recycled paper for label printing is available in two material thicknesses.



According to the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety and Consumer Protection, around 320,000 disposable cups for hot drinks are consumed every hour in Germany. The share of typical coffee "to-go" cups is up to 44 percent. That's almost 3 billion disposable cups per year – in Germany alone.

**Fresh fibre pulp extracted from disposable cups**

A German paper mill has succeeded in extracting recycled fibres from the disposable paper cups that are fed into the recycling loop through waste separation and uses them for paper production. For this purpose, the virgin fibre pulp of the disposable cups is detached from the inner plastic coating and fed into the waste paper recycling process. The result is an uncoated, 100 percent recycled paper containing at least 25 percent made from disposable cups. The paper has been certified several times and bears, among others, the Blue Angel, the EU Ecolabel and the FSC Recycled 100 % mark.

**Adhesive coating for a wide range of applications**

The new sustainable VPF self-adhesive material CoffeeCup Paper® is available in 100 g/m<sup>2</sup> (VPF 10442) and 120 g/m<sup>2</sup> (VPF 10440). Both papers are equipped with adhesive 958 as standard. This strong

and low-migration dispersion acrylate adhesive convinces with its wide range of applications and its suitability on tight radii. The liner used is the successful recycled liner NSA700, which consists of 70 percent recycled fibres. The minimum quantity is 1,000 m<sup>2</sup>, sample rolls and A4 samples are available on request.

### **About VPF**

Since 1967, VPF has been supporting and shaping the European market for self-adhesive materials and coatings as an idea generator, partner and problem solver. Expertise and a strong focus on customer and market needs are the foundations on which the company develops innovative solutions. With state-of-the-art production facilities, dedication and flexibility, VPF turns these solutions into quality products for paper and film applications of all kinds. [www.vpf.de](http://www.vpf.de)

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