



# Rethink Foam



\*Under conditions that apply  
Note that stated rate and

Shown to biodegrade  
84.3% after 1154 days\*



think



Foam like you know it.  
Biodegradable\*  
like never before.





**VIO™**  
**TAKES FOAM**  
**FURTHER**  
with proven science.

Shown to  
**BIODEGRADE**  
**84.3%**  
after 1154 days\*

Thanks to a special additive, Vio is the **first** expandable polystyrene (EPS) foam cup on the market shown to **biodegrade**\*. You don't have to modify your waste stream one bit to complete the **eco-friendly** story. In fact, you don't have to compromise at all with Vio.

\*Vio cups have shown to biodegrade **84.3%** after 1154 days under conditions that simulate a wetter, biologically active landfill, using the ASTM D5511-11 test. Note that stated rate and extent of degradation do not mean that the product will continue to decompose.

# Better from the **BEGINNING**

The production of foam  
CONSUMES **LESS ENERGY**,  
CONTRIBUTES **LESS SOLID WASTE**,  
& EMITS **FEWER GREENHOUSE GASES**  
compared to that of paper for foodservice.†

**FOAM BY THE NUMBERS** compared to the manufacture  
of a similar coated paperboard cup with corrugated sleeve:

**50% LESS** energy  
**CONSUMED**†

**46% FEWER** atmospheric  
**EMMISSIONS**†

**30% LESS** total  
**ENERGY** to manufacture  
& transport†



## Performance at the **CENTER**

Vio™ provides the same performance  
you love about traditional foam.

- **SUPERIOR INSULATION**
- **VERSATILITY**
- **LIGHT WEIGHT**
- **LEAK RESISTANCE**
- **MOISTURE RESISTANCE**
- **COST EFFECTIVENESS**

What difference *will* customers  
notice? **The enhanced end-of-life  
story printed right on the cup.**  
Your commitment to doing things  
A Better Way.

## More Benefits in the **END**

**99%** of all  
**PLASTIC FOODSERVICE  
DISPOSABLES END UP  
IN A LANDFILL**‡. And that  
is exactly where Vio makes  
a difference.

Whether recycled\*\* in a  
designated facility or allowed  
to **BIODEGRADE\*** in a wetter,  
biologically active landfill,  
**the end of the story is really  
another beautiful beginning.**

\*\*Recycling facilities for this product  
may not exist in your area.



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## THE PERFECT TRIO

Biodegradable\* lids and straws are the perfect complement to Vio™ cups.

Thanks to the same special additive used in Vio cups, our lids and straws also combine **classic performance** with **biodegradable benefits.\***

### Vio Cups

8oz., 12oz., 16oz., 20oz., 24oz., 32oz. car cup

- A variety of sizes for every application from soft drinks and shakes to coffee specialties
- Insulation, leak resistance and versatility
- Vio stock or custom print\*\*
- Expandable polystyrene (EPS) foam with biodegradable\* properties

### Biodegradable\* Lids (Green Color)

DT8, DL18, L18S, L32S

- Snug, secure fit for leak resistance
- Superior ventilation & insulation keeps contents at temp
- Comfortable, safe sipping with straw slot
- Complementary green color
- High impact polystyrene (HIPS)

### Biodegradable\* Straws (Green Color)

7.75" Jumbo

- Straight, rigid polypropylene straw with traditional performance
- Versatile jumbo size
- Complementary green color

\* Cups have shown to biodegrade 84.3% after 1154 days; Lids have shown to biodegrade 35% after 1087 days; and Straws have shown to biodegrade 65.3% after 982 days, under conditions that simulate a wetter, biologically active landfill, using the ASTM D5511-11 test. Note that stated rate and extent of degradation do not mean that the product will continue to decompose.

\*\* Vio logo and accompanying copy required on all custom print designs.



PERFORMANCE **WHEN YOU NEED IT.**  
**BACK TO THE EARTH\*** WHEN YOU DON'T.

Contact your Vio™ sales representative today and start benefitting!



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Stone Mountain, GA 30083

**1-800-292-2877**

**[www.wincup.com](http://www.wincup.com)**

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†Franklin Associates, LCI, March 2006

‡Foam Recycling Fact Sheet 2012,  
Clean Water Action California