



MÁSALTO
espresso

The recycling stain. Turning coffee stains into a recycling message.



Challenge

Paper cups are not allowed in wastepaper baskets and cannot be recycled because of a thin plastic layer inside. But that is finally changing, because Másalto Espresso is now launching fully recyclable paper cups, without a plastic layer inside. So, how can we announce that innovation and continuously remind users that as from now Másalto Espresso paper cups can be recycled?

Solution

Design! By changing the core design of its branded paper cups, Másalto created a new and simple way to communicate its message, using nothing but coffee stains saying "please recycle me".