



A new way of drinking sustainably

Seda North America introduces compostable Double Wall cold cups with EcoFit lids for a superior consumer experience

Mount Pleasant, WI, September 16, 2024 – In a significant advance towards a sustainable future, Seda North America is launching its innovative compostable Double Wall cold cups on the North American market, paired with the revolutionary paper EcoFit lid.

These cups and lids have been specifically designed to meet the demands of rapidly changing legislation that increasingly favors more sustainable packaging solutions. The new offering provides a game-changing solution for businesses that need to adapt swiftly to new environmental regulations.

Seda's compostable Double Wall cold cups, made from BPI-certified renewable materials, are engineered for a superior drinking experience. Their unique, patented air gap design keeps beverages colder for longer while significantly reducing condensation and sweating, ensuring an unmatched tactile experience compared with single wall cold cups made of paper or plastic. Consumers will appreciate how their drinks stay fresh and enjoyable without worrying about a sweating and slippery cup, making every sip as satisfying as the last.

The new cup complements the Double Wall line for the hot beverage category, an innovation Seda developed and patented in the early 2000s, and which Seda North America introduced on the U.S. market in the early 2010s. This double wall design provides the best alternative to insulated foam cups, enhancing the consumer experience and fully complying with legislative requirements.

The EcoFit lid, made from the same compostable paperboard as the cups, is a key component of these fully sustainable packages. It is designed to replace traditional plastic lids for both hot and cold beverages, offering a secure, leak-resistant solution that delivers a superior drinking experience. Crafted from 100% renewable, low-carbon certified paperboard, the EcoFit Lid can be combined with Seda's state-of-the-art printing technology, available in up to 10 colors, offering exceptional branding opportunities on both cup and lid.

Leading coffee, restaurant and convenience store brands across North America are already adopting these innovations to achieve their sustainability ambitions.

In further testimony to the environmental benefits, a recent Seda gate-to-gate screening demonstrated that the EcoFit Lid offers significant environmental advantages over other lid options, including consuming less water and energy in its manufacture than molded fiber lids. By



choosing the EcoFit Lid, brands can reduce their environmental impact, support their sustainability goals and contribute to a lower carbon footprint in the packaging supply chain.

“Our new compostable Double Wall cold cups and EcoFit Lids reflect Seda's commitment to sustainability and innovation,” said Simohammed Jarfaoui, Managing Director of Seda North America. “We are proud to offer products that meet the growing demand for environmentally responsible packaging, and not only meet but exceed the increasingly strict legal requirements. By significantly reducing water consumption and CO2 emissions, our EcoFit Lid sets a new standard for sustainable beverage packaging.”

As consumers increasingly demand more sustainable products, Seda continues to lead the market with the most innovative and eco-friendly packaging solutions, consistently exceeding customer expectations with top-quality and outstanding service.

Seda North America is part of Seda International Packaging Group, a leading sustainable food and food service packaging solutions provider. Headquartered in Naples, Italy, Seda has manufacturing platforms in Italy, Germany, Portugal, the UK and North America.

Discover more about Seda at www.sedagroup.com

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