

# Custom branding

## Paper cups & bowls



Paper cups & bowls customisation guidelines  
July 2021

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



# Customise your cups or bowls

We offer free custom branding for orders of 50,000 cups or more

## 1. Select size and type

Single wall cup – 4, 6, 8, 10 12 (80mm), 8 (90mm), 12, 16 & 20oz cups

Double wall cup – 8, 12 & 16oz cups

Cup sleeves - 8 & 12 oz

Cold cups - 12, 16, 22oz cups

Bowls – 8, 12, 16, 24 & 32oz bowls

Paper lids for bowls - 8 & 12oz

Ice cream cups - 3, 5, & 8oz cups

Kraft bowls – 500, 750, 1000 & 1300ml bowls

Kraft bowl lids – 500-1,000ml & 1,300ml

Chip cups - 12, 16, 32oz cups

Decide on white or kraft paper

## 2. Choose your quantity

Cups, cup sleeves and bowls minimum order quantity of 50,000/size

Kraft paper bowls & lids minimum order quantity 30,000/size

Chip & Ice cream cups minimum order quantity 30,000/size

Paper lids for paper bowls minimum quantity order 100,000/size

## 3. Free artwork design service

Free design and artwork setup

High-quality printing – unlimited CMYK colours and up to 5 Uncoated Pantone colours (4 colours for Chip Cups and Cup Sleeves)

No plate costs (Additional costs apply only for Kraft bowls)

## 4. BioPak endorsement

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

## 5. 8-10 weeks delivery lead time

8-10 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)

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

## 7. Same day dispatch on all orders

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



BioPak is carbon neutral and 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 and curve/warp artwork along guidelines. Round objects not correctly placed will appear oval in print. Such elements should be checked by printing the artwork, cutting to the template shape and wrapping onto the required cup size

Care should be taken ensuring logos and design elements are proportionally the same across cup sizes as required and that you have considered enough space from the rim of the cup

Ensure artwork aligns at the cup/bowl seam

Adobe Illustrator is our preferred software for cup artwork

Artwork can be printed in either CMYK or Uncoated Pantone colours – not a mixture of both. Uncoated Pantone colour limitations: four colour limit for Chip Cups, 6 colour limit for Cold Cups, 5 colour limit (Offset), seven colour limit and no gradient or shadow effect (Flexographic Print). 100,000 MOQ for Flexographic Printing. CMYK colour limitations: unlimited

Metallic, fluorescent and foil colours cannot be used

Images in artwork must be a minimum resolution of 300dpi at 100% scale

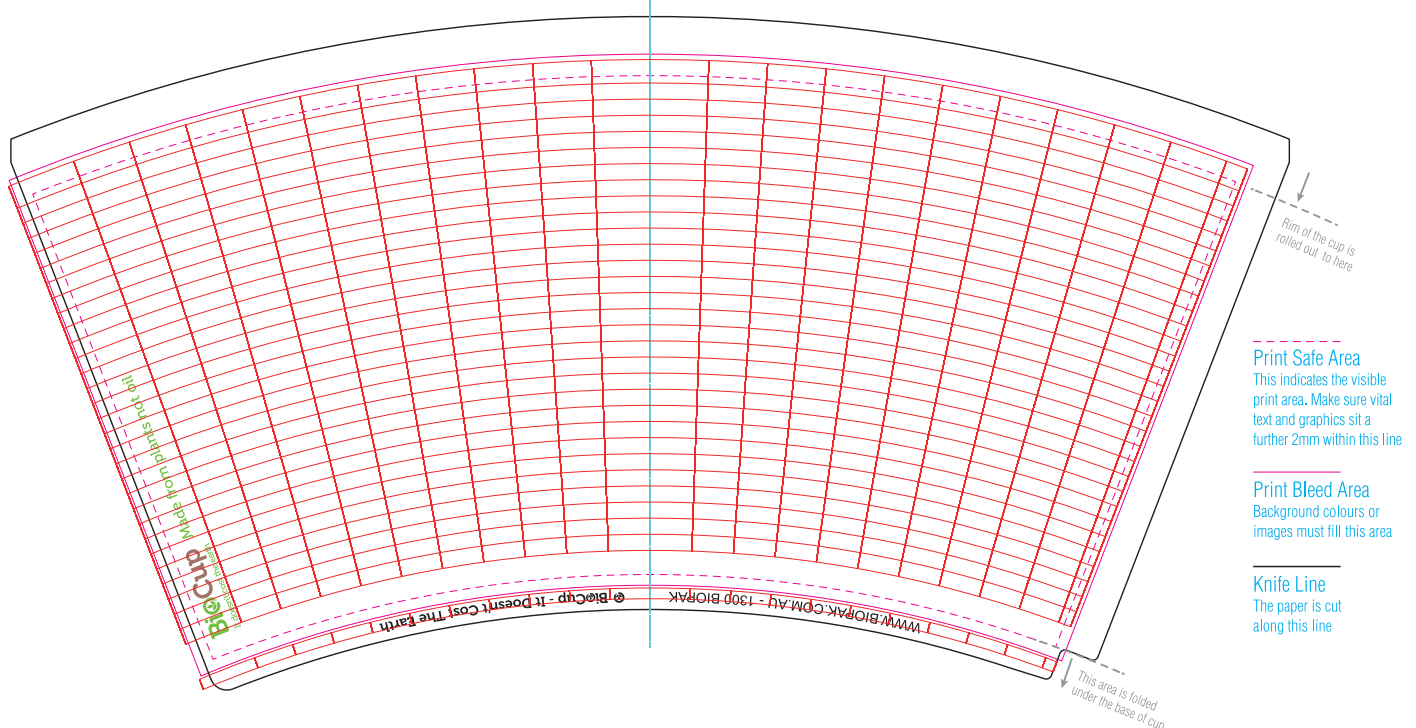
Highlight dot gain should not be below 5%. If vignettes go below 5% there will be a visible and harsh drop-off

Line work must be 0.5 point or greater

Text must be 5 point or larger

Convert all text to outlines and embed all images

## Image for illustrative purposes only



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

Bleed area marked by the solid line. The area between the dotted line and solid line will be folded and not visible in finished cup

The grid indicates the curve/warp

# Environmental benefits

Custom printing is an effective way to advertising your business and we encourage you to highlight the environmental benefits of using a BioCup or BioPak product by incorporating one of our logos and an environmental benefits message.

There are always variables and special factors to consider so please call us to discuss your business specifics.

**BioCup** Made from plants, not oil

**BioCup** Paper sourced from managed plantations.  
It doesn't cost the earth Bioplastic lining made from plants, not oil.

**BioPak** This bowl is carbon neutral &  
It doesn't cost the earth 1% of profits are donated to rainforest protection  
(Rainforest Rescue in AU and Forest & Bird in NZ)

## We recommend using any of the environmental benefits below:

Paper from managed plantations

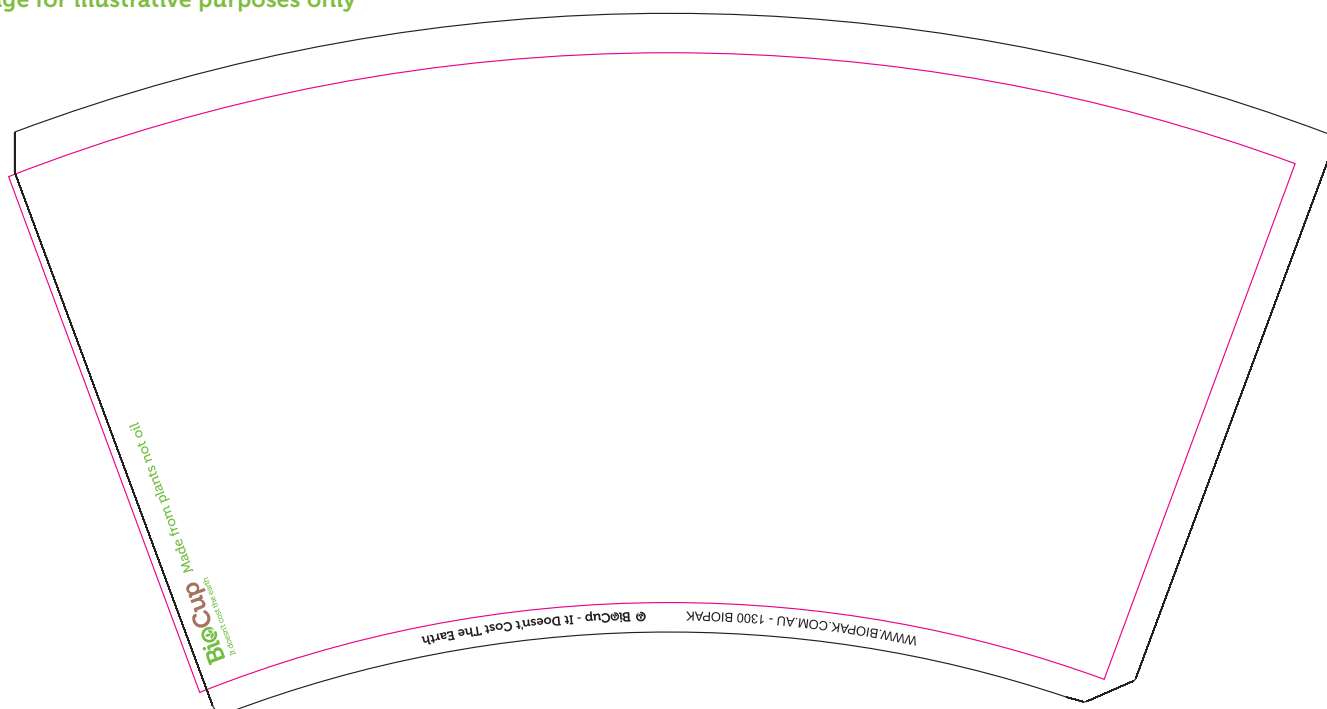
Bioplastic lining made from plants, not oil

This cup is made from plants, not oil

This cup is carbon neutral

Using bioplastic lowers our CO2 footprint by 75% compared to plastic

## Image for illustrative purposes only



# BioPak logo use

## Logo and tagline colour

Option 1 – Use our full colour (light green and brown) logo and tagline in Pantone Uncoated or CMYK

Option 2 – Where full colour is unsuitable please use our mono logo and tagline in BioPak dark green, black or white

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

Pantone Uncoated (U)

CMYK



PANTONE 375 U



C55 M3 Y100 K0



PANTONE 7516 U



C35 M58 Y64 K15



PANTONE 355 U



C97 M22 Y100 K9



PANTONE BLACK U



K100

## Logo clear space

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

Minimum logo size is 17mm

### BioCup logo clear space



BioCup logo minimum size



### BioPak logo clear space



BioPak 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: 30,000  
- 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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5% of profits to positive change