

**Growing your business  
never felt so right.**



# Green means grow. With Greenware®.

## 90% of frequent foodservice customers find Greenware® appealing.<sup>1</sup>

In fact, of consumers who visit foodservice establishments five or more times every two weeks<sup>1</sup>:

- **88%** would be interested in using Greenware® in a foodservice establishment.
- **84%** would view a foodservice establishment more positively if it offered Greenware®.
- **50%** would visit a restaurant more often if Greenware® cups and containers were used there.

## The green movement is only getting stronger.

- **87%** of frequent foodservice customers exhibit some form of green behavior and 77% are concerned about doing more for the environment.<sup>1</sup>
  - **71%** of consumers are concerned about the sustainability of products they use.<sup>1</sup>
- Help your customers do more for the environment with Greenware®.

## Made entirely from plants – not petroleum.

Greenware® is made from Ingeo™ biopolymer, a PLA resin derived entirely from plants and is 100% compostable in actively managed municipal or industrial facilities.\* The plant sources used to make Greenware® are domestically grown and annually renewable.



Communicate a powerful message to your customers with the stock print option above or have Greenware® cups custom printed with your logo and messaging.



Grab 'n go food combinations are a snap to create and sell with the Greenware® Cup Insert.

<sup>1</sup> Consumer Research Source: Fabri-Kal Proprietary Study

\* BPI-certified to be 100% compostable in actively managed municipal or industrial facilities which may not be available in your area. Not suitable for backyard composting.

## Good for business. Good for all of us.

Greenware® products are uniquely designed for today's on-the-go lifestyles and offer the quality features you're looking for:

- Crystal clear for total product visibility
- Durable material with no flavor or odor transfer
- Crafted with care in the U.S.A.
- Available with Greenware® stock print graphics to show customers you support the environment, or can be custom printed with your logo and message



## Greenware® product solutions meet most every need.

- Cold Drink Cups & Lids – 7 cup sizes with a choice of lid styles
- Portion Containers – from deli to dessert in 3 sizes and choice of lids
- Cup Inserts – 1 size fits 4 Greenware® drink cups
- On-The-Go Boxes – sturdy and space-efficient in 3 styles with 1 lid that fits all



New Greenware® On-The-Go Boxes let you create, display and sell a world of fresh food combinations – for on-the-go consumption any time of day. A smart way to build your grab 'n go business.

Compact to fit on shelf and in cold case.

## Family-owned. American made.

Greenware® is made in the U.S.A. by Fabri-Kal, a family-owned eco and performance packaging leader for more than 60 years. Fabri-Kal, headquartered in Kalamazoo, Michigan, employs more than 800 workers at manufacturing and warehousing facilities throughout the country.



# Show the world you care. And turn goodwill into good business.



Compelling point-of-sale posters, table tents, static clings and coasters are free from Fabri-Kal. Display them proudly and generate goodwill, loyalty and increased sales.

## Learn more about Greenware® and our No Greenwashing Pledge.

There is a lot of misinformation today on the subject of "green." Fabri-Kal is committed to keeping it real and giving you the facts. Visit [GreenwareUSA.com](http://GreenwareUSA.com) to learn about our No Greenwashing Pledge and find answers to all of your questions about Greenware® products. Or contact your Fabri-Kal sales representative at 800-888-5054.



**GREENWARE®**

MADE FROM PLANTS

Show Your True Colors.™

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