



MOTHER PARKERS

TITLE	EcoCup™ capsules with FlavorMax™ filter technology
COMPANY / ORGANIZATION	
FOOD CHAIN AREA	6. Consumer
KEYWORDS	Portion control, convenience, coffee, tea, hot beverage pods, design for disassembly
ISSUE ADDRESSED	The introduction of single serve coffee and tea capsules has grown rapidly over the past 5 years. Delivery of the ‘right’ beverage in the ‘right’ size at the ‘right’ time has been the critical consumer need. By meeting this target need, it was recognized that this format is also an opportunity to reduce the waste of product (coffee or tea) due to product expiry or over preparation.
SOLUTION	<p>Sustainable design and life cycle thinking were incorporated into the design of the EcoCup™ capsule with FlavorMax™ filter technology.</p> <p>A study to analyze the comparison of traditional drip brew coffee vs. single serve coffee was conducted in partnership with Quantis, PAC and Club Coffee. The results of this study indicate that these two preparation methods (assuming no waste) are not significantly different. However, once waste due to product expiry or over preparation in the traditional drip brew scenario was incorporated, the single serve solution was found to be beneficial in reducing the food waste.</p> 
EXPECTED BENEFITS	<p>Minimize waste: The EcoCup™ enables consumers to very easily (without tools) separate all the components of the single serve capsule, compost what can be composted, recycle what can be recycled, and significantly minimize what goes to landfill.</p> <p>Controlled dosage: Through single serve capsules, there is an opportunity to increase the freshness of the product that the consumer enjoys while providing a controlled dosage to reduce waste.</p>
CASE LINK	<p>http://www.solidwastemag.com/columns/mothers-of-invention-mother-parkers-takes-on-cumulative-effects-one-tea-serving-at-a-time/</p> <p>http://www.pac.ca/assets/pac0680-full-lca.pdf</p>
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