

# THE (POLYETHYLENE) ELEPHANT IN THE ROOM



Most disposable coffee cups are not recyclable due to the polyethylene coating attached to the cup's interior lining. For that reason, most cups end up in the landfill. All that waste is the proverbial elephant in the room — a massive problem that is often overlooked.

To help visualize that waste, we calculated paper cup waste in elephants.

One disposable cup weighs

**0.02 lbs**



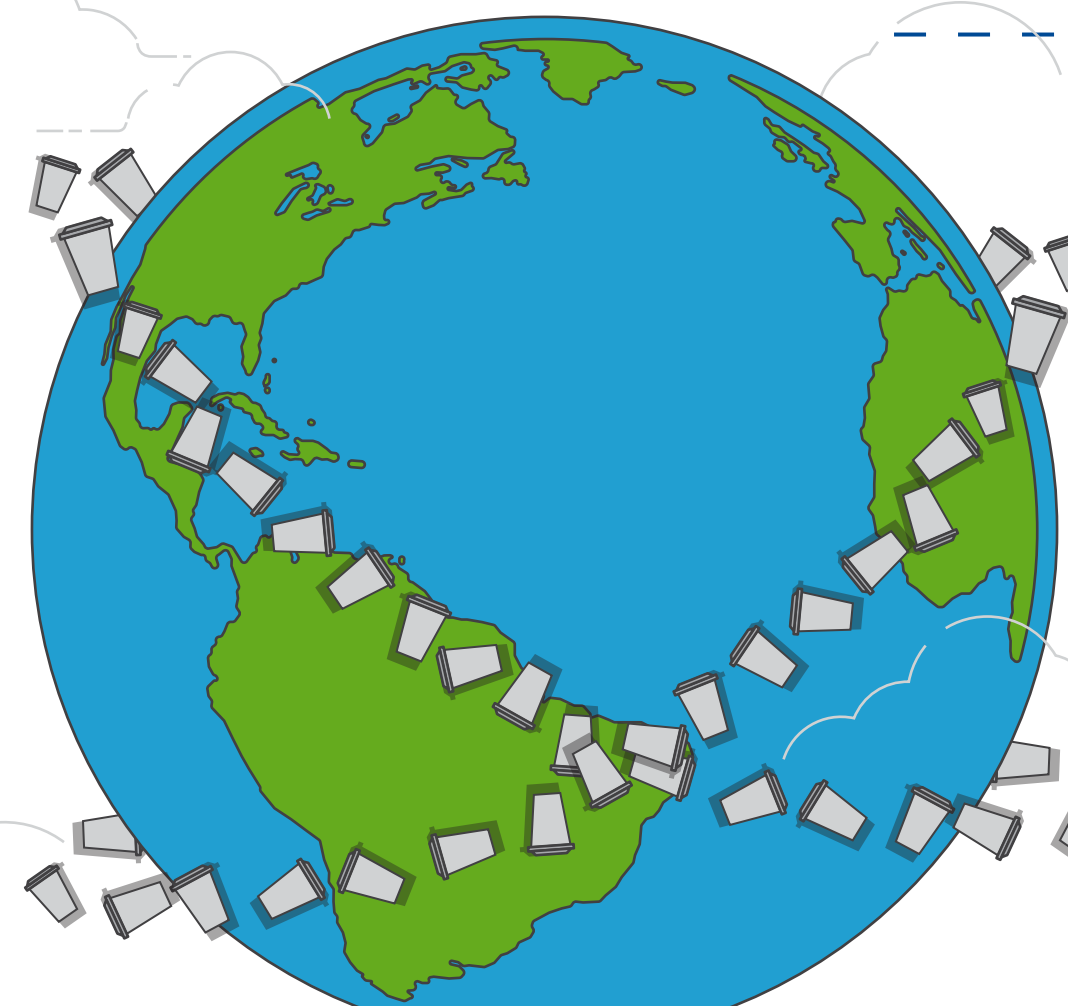
The average elephant weighs\*

**9,500 lbs**

**1 lb = 453.6 grams**

**269,000,000,000**

Estimated units of disposable cups produced globally in 2016.



North America was responsible for

**146,000,000,000**

of the 269 billion units produced globally.

**OR**

**307,368**

elephants\*



That's

**400,000,000**

cups of coffee per day

**OR**

**1,340,411**

oz of caffeine per day\*\*

**7.3 lbs**

Waste per year, from one person purchasing a disposable cup every day.

Of the 146 billion cups...

**60,000,000,000**

end up in landfills every year because they can't be easily recycled.

Or

**126,316**

elephants end up in the landfill

or one massive elephant that weighs

**1,200,000,000 lbs**

**Let's talk about the elephant in the room.**

**To combat the paper cup problem, BASF developed an alternative to extruded polyethylene: a pair of innovative water-based polymers.**

JONCRYL® HPB 4010 and JONCRYL® HPB 4030 are used to produce heat-sealable liquid-barrier coatings for paper cups, making them recyclable and repulpable.

This technology empowers coating formulators to create recyclable, repulpable paper cups that reduce landfill costs — and the number of elephants in the room.

To learn more, contact us at [dpsolutions@basf.com](mailto:dpsolutions@basf.com) or visit [basf.us/dpsolutions](http://basf.us/dpsolutions)

**BASF**

We create chemistry

\*Based on average weight of adult African elephant at 9,500 lbs

\*\*Based on average of 95 mg. of caffeine per 8 fl. oz. of coffee.

National Geographic: <https://on.natgeo.com/3ZqOlaZ>

Statista: <http://bit.ly/3GC4jf4>, <http://bit.ly/3X1pbUn>

EPA: <https://bit.ly/3Zwhebp>, <https://bit.ly/3Zwhqr9>, <https://bit.ly/3k9v03t>, <https://bit.ly/3Zwhebp>

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