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FOR IMMEDIATE RELEASE

VISSTUN® EXCEEDS GOAL - ALL PAPER PRODUCTS NOW BUILT WITH 35% RECYCLED PAPER

LAS VEGAS, NEVADA (January 24, 2020) In April 2019, Visstun® announced their goal to make ALL paper products using 30% Post-Consumer Recycled Fiber by the end of the year. Not only did they meet the 30% goal, they exceeded it. As of December 17th, 2019, all Visstun® paper cups, containers, and paper lids were made with Sustana's EnviroLife Post-consumer recycled fiber. Instead of just 30%, Visstun® achieved an industry leading 35% Post-Consumer Recycled content.

Rather than offer the recycled cups as an option, Visstun® replaced all the paper used for all cup types with recycled paper. "We felt it was too important a step to only go half-way. So, at no additional cost to our customers, we jumped in with both feet, upgrading all our material. The response has been awesome," says Paula Thompson, Visstun® National Sales Director. "With this first major step towards more sustainable products behind us, we're continuing our research and testing of advanced eco-friendly materials. We're looking for that perfect sustainable cup." This ecofriendly upgrade applies to ALL paper cup, container, & lid products including Paper Hot, Cold and Microwave Cups and Containers as well as Vx2® Double Wall Cups and P2™ Paper Lids.

"Why focus on Post-Consumer Recycled Fiber?" asks James Lake, Visstun® cup production manager. "Right now, the United States has a recycling crisis. Consumers are recycling paperboard products more than ever... but, there's nowhere for it to go! Visstun® decided that providing a use for Post-Consumer Recycled Fiber (PCF) in our cups and containers is an important, socially responsible first step."

There are other "Green" options available like PLA, Sugar Cane PE, and other surface coatings; but, so far, none of them perform to the standards expected from Visstun®. Many of the current "eco-friendly" options have a significantly higher price tag or their eco-claims are tenuous. There are a lot of important pieces to the Eco-Friendly "Green" puzzle and using renewable and recycled resources is just the beginning. Visstun® has explored many different options and is working to get to a cup that is compostable or biodegradable and Made in the USA. Stay tuned for future developments.

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About [Visstun®](#):

Visstun® is a Las Vegas based custom cup manufacturer specializing in Hi-Definition, 4-Color Process cups. Visstun® offers reusable, top-shelf dishwasher safe Clear & White plastic cups and single use paper Hot & Cold cups. Visstun's unique approach to printing and manufacturing enables company's of all sizes to create that big brand look that drives business and generates repeat customers. Whether



customers need 1,000 cups for a start-up or 10 million cups for an annual program, Visstun's photo quality printing, crisp detail, and vivid color helps them stand out from the competition.

Founded in 2007, Visstun® launched the world's first Hi-Definition convolute cups. This unique, state-of-the-art technology improved traditional cup imprinting methods by first printing high-quality images on flat polypropylene sheets and then forming them into cups on custom-engineered machinery. The result is a line of visually stunning plastic and paper cups and containers. For more information, please visit us at www.visstuncups.com.