Design Paper Cup for Hot Beverages

Dear Designer,

DrinkPackaging Europe ([www.drinkpackaging.eu](http://www.drinkpackaging.eu)) and Allesbecher ([www.allesbecher.de](http://www.allesbecher.de)) team up for a mutual project of defining a universal standard cup design for different countries (in Europe). Our companies sell different disposables for a diversity of target groups. We have our focus on drink products as cups, sleeves, cup dispensers, etc. In addition, we are a rising market player in buckets and packaging solutions for the food industry.

**Why we start this contest?***Our mutual goal has been to offer disposable (hot beverage) cups in a unique design that differentiates our assortment from competitive products. Until now, we have been dissatisfied with the solutions that our Dutch and Austrian designers have developed. We didn’t fall in love – so to say.*

**What is important for this project?***For this project it’s important that the design would fit in all countries, for different nationalities and universal in languages (if text on it like: “hot drinks” or “can be hot” must be in English). We dislike phrases like: “coffee to go, tea to go, etc.”. as this has been heavily used by competition in the past decades.*

**What the designer gets back?***Of course the winner gets his payment, but there is more. After the final print, we will send the designer as well some samples of his design used in production – and this is short-term. The layout will be sold in countries like Germany, Netherlands, Belgium, Austria, Switzerland to name a few. We look for ambitious designers that strive to see their designed products around the world! Because we all know, you not design for yourself. You design for others to see…*

**Important rules for this contest:***“The rules are simple, but if you have any questions. Please feel free to contact us any time.”  
  
1) Universal design for Europe  
2) Maximum 6 colors (because of printing method)  
3) Do not use gradients (otherwise we need to use a other print method = more expensive)  
4) Integrate the level mark in the design, the mark showing the nominal capacity of the cup. It should be a straight line (approx. 1x10mm), labeling 0,2l above it, placed in a white circle of approx. 13mm in diameter.  
5) Please put at the glue edge the following things:  
5.a) Caution, can be hot  
5.b) Recycle logo  
5.c) Person with bin logo***Questions?***Please contact:  
Jurgen Postma*[*j.postma@drinkpackaging.eu*](mailto:j.postma@drinkpackaging.eu)

*Note: If you mail, please let it be in English, Dutch or German.*

We hope you find your way to a great design, we are looking forward to your proposal!

Kind regards from DrinkPackaging Europe and Allesbecher