



# Maxabel International

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Maxabel International ([www.maxabel.co.uk](http://www.maxabel.co.uk)) has launched a new “Cup For All Seasons” embossed double wall disposable paper cup with a design inspired by Matisse art. The design comprises layers of shapes and shades in a rainbow of different colours, each section representing a different season, so the cup can be used all year round and can be recycled in the right conditions.

Designer Jazmine Labana took her inspiration from the Matisse Cut Outs exhibition at London’s Tate Modern Museum. “Matisse’s The Parakeet and The Mermaid brought four seasons to mind because of the four colours in the mural,” she said. “The Snail by Matisse inspired the simple solid shapes. The Parakeet further inspired me to research the rare South American Sun Parakeet, which has four shades of colour. This made my vision of using four colours to represent four seasons even stronger.”

This striking design, which represents all four seasons, means the cup can be used throughout the year. The cup has an embossed paper wrap which eliminates the use of heat barrier sleeves. It is available in two sizes 8oz and 12oz.

Julia Ross, sales and marketing manager, Maxabel International, says “We are delighted with Jazmine’s new design. Our aim was to

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produce a cup which could be used year-round and Jazmine has met the brief perfectly. Instead of outlets coming up with new cups for each season, this colourful arty design can be used all year round. Our number one priority is to be as eco-friendly as possible.”

Environment is top of the agenda for Maxabel International. The company has just joined Simply Cups, the UK’s dedicated paper cup recovery and recycling scheme. Simply Cups is a partnership formed between Closed Loop Environmental Solutions and Simply Waste Solutions that provides paper cup manufacturers, organisations operating in the supply chain as well as beverage and hospitality outlets with a cost-efficient collection and recycling service.

Julia Ross, Maxabel International, says “We are pleased to be part of this impressive scheme.”

Maxabel International is also a member of the Paper Cup Recovery and Recycling Group (PCRRG). The PCRRG works hard to increase recognition that used paper cups can provide high quality material to the market place and that there is a need to ensure that they are captured effectively. The Group’s objectives are to continue to drive action around the development of the collection and recycling opportunities for paper cups and identify and support solutions that sustainably transform used paper cups into a valuable resource.

For more information about the new “Cup For All Seasons”, visit [www.maxabel.co.uk](http://www.maxabel.co.uk) or call 01344 876588. Follow us on Twitter @Maxabel0

#### About Maxabel International

The company’s managing director, Allert Elema, set up Maxabel International 18 years ago. Since then, it has evolved to become a major global supplier of branded disposable paper hot cups and other complementary disposable food and drink packaging products. The company considers any environmental issues important to its business model and strives to find the optimal solution for preventing packaging products from unnecessarily reaching landfill sites.