

A close-up photograph of a person's hands holding a teal-colored reusable cup with a black lid. The cup has the word 'TOPL' printed on it in white. The person is wearing a dark long-sleeved shirt. The background is blurred, showing what appears to be a bicycle. Overlaid on the center of the image is the word 'Impact' in a large, bold, white sans-serif font.

# Impact

A dynamic splash of brown coffee liquid erupting from a pink and black cup, set against a solid black background.

# On-the-go drinking sucks

**We believe that everyone should be able to enjoy the perfect drinking experience – wherever, whenever.**

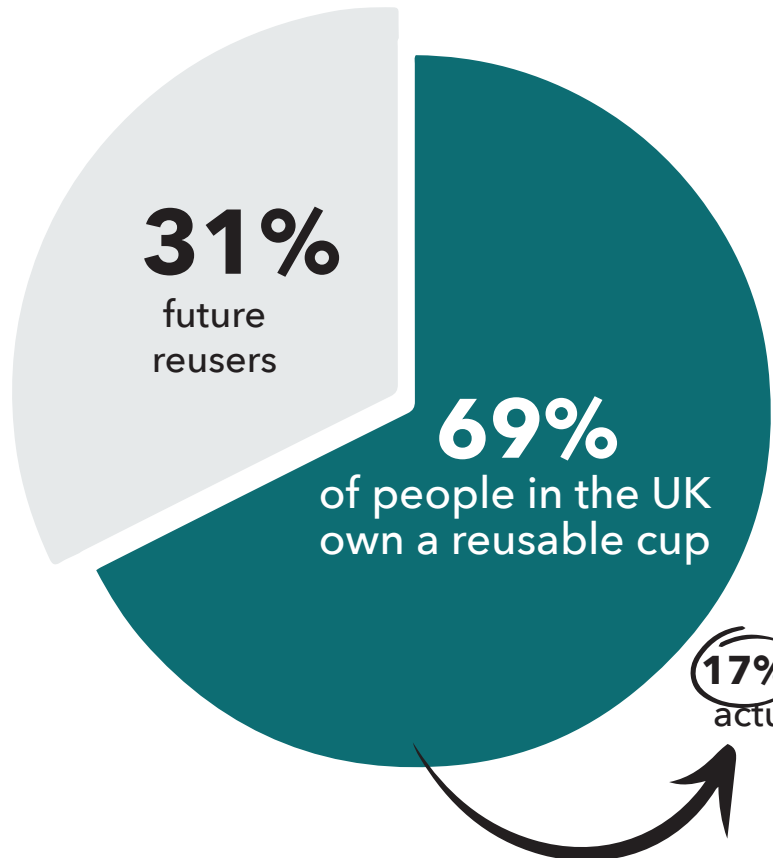
On-the-go drinking kicked off at the conception of American café culture in the 60's. That's when the first takeaway lid was invented. It was a simple plastic clip over lid, with a slim hole for sipping through. Not much has changed since then.

Other than the obvious negative impact of these lids on our environment, most people who have used one would agree that the drinking experience is less than ideal. The hole forces you to suck, and when you cover it with your mouth, you can't smell, and therefore taste, your drink properly.

These lids also lead to leaks & spills. After yet another laptop was ruined by a hot coffee over the keyboard, we started thinking. Could we create a lid that could protect from spills, that would also enhance the sensory experience of coffee drinking?

**That was when TOPL was born.**

# The global waste crisis has changed the way we think about reuse. So why isn't everyone doing it?



## Charge on single-use

Following the huge success of the 25p charge on single-use carrier bags, the UK government are considering a similar charge on disposable cups- or even an outright ban.



## Why is that?

Reusable cups do not offer more in terms of features or design than single use cups and do not meet customer needs.



## IN THE NEWS



Climate crisis is our generation's civil rights movement, and plastic is **destroying** our planet.

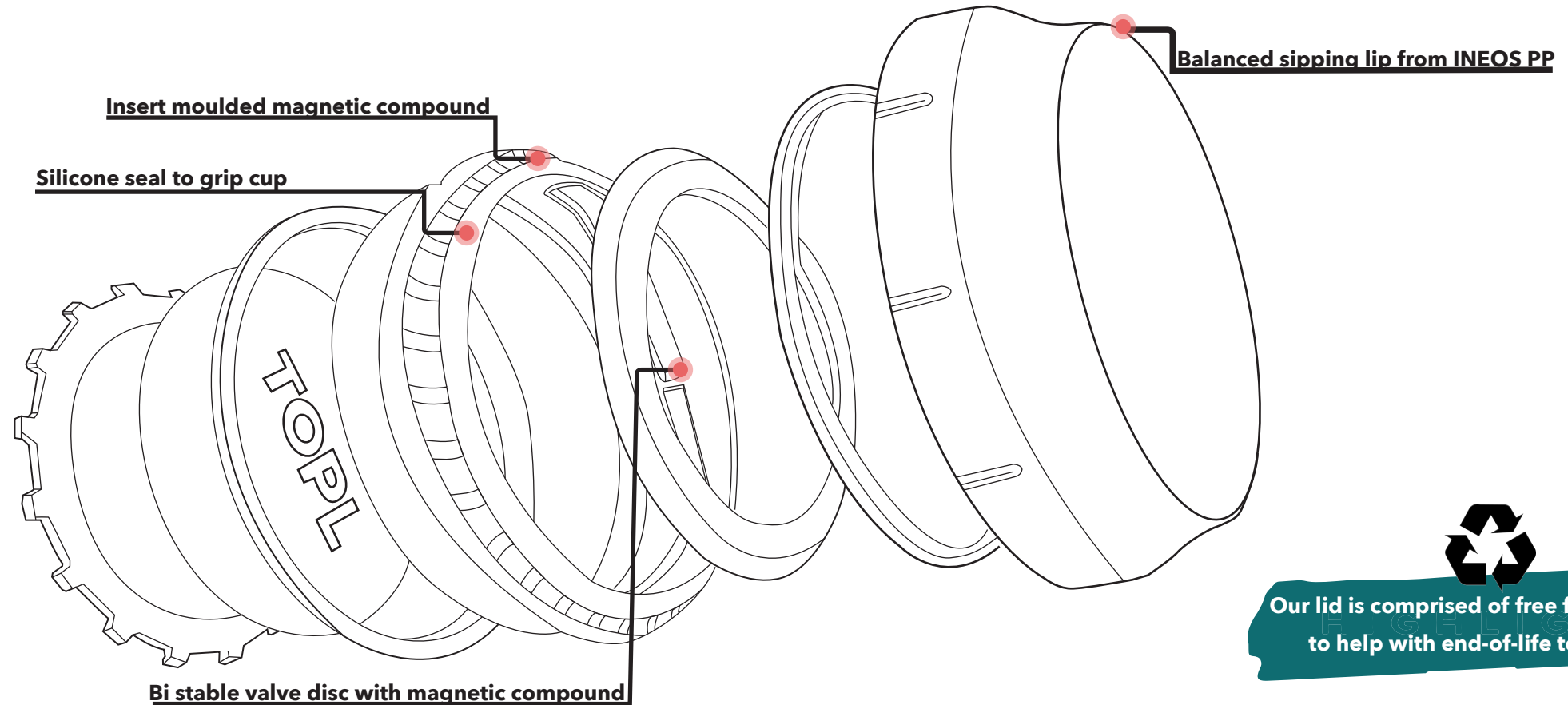
**50%**  
Of all plastic produced is for single-use purposes



**10 million**  
tons of plastic are dumped in our ocean annually

**60 million**  
single-use cups are thrown away daily

# It's all in the lid



Our lid is comprised of free floating parts  
to help with end-of-life tear down

Doing more with less is part of our DNA. As engineers, we are relentlessly dissatisfied and look for problems to solve. TOPL aims to prove that a world without single use cups could exist if people no longer needed to compromise when drinking on-the-go. Our mission has been to create a better, safer alternative to the disposable cup by reimagining traditional design.

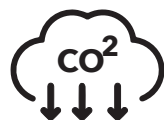


**One small cup.**



**One big mission.**

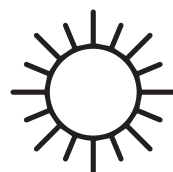
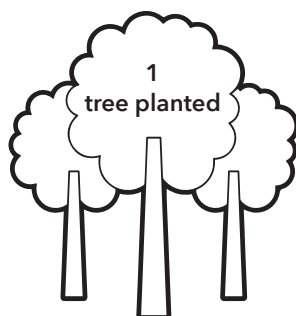
## What we do



To help our corporate clients meet their CSR obligations, we can also offer to support a variety of environmental initiatives, from planting trees to offset the carbon generated in making our cups to sponsoring a sea bin to remove plastic from the ocean.



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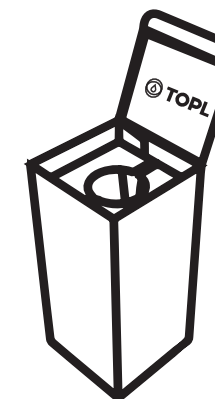
We chose **stainless steel** for the body of our cups for its longevity and **high end-of-life recyclability** without degradation.

Around **90%** of end-of-life stainless steel is collected and **recycled** into new stainless steel - **without loss of quality**.



Steel has a **low carbon footprint** compared to glass or ceramics and it is incredibly durable, meaning it can be used every day and last for decade.

All of our products come in **minimal packaging** and we use recycled card and recyclable materials wherever possible.

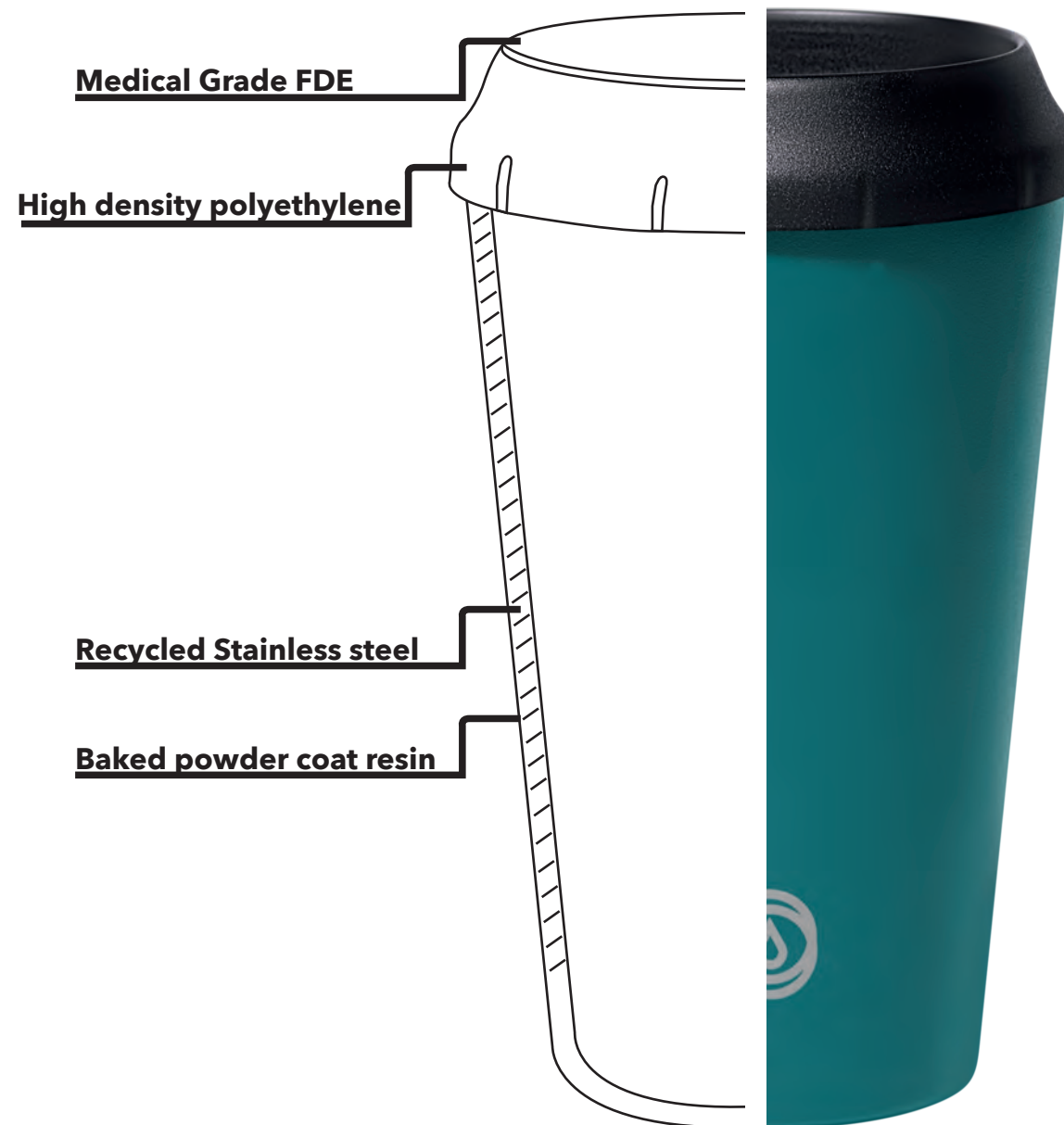


A person wearing a grey t-shirt and a backpack is riding a grey bicycle. A white water bottle with the TOPL logo is mounted on the frame. The person's hand is on the handlebar, and the bicycle's chain and gears are visible. The background is a white tiled wall.

# Core technology

Through innovation and using materials effectively that we can do more with less, making increasingly efficient products. Invention requires leaps of faith and the desire to try new approaches: a 360 sipping lip rather than a traditional slot hole lid, injection moulded magnets for a compact mechanism rather than a chunky component stack that needs to be dismantled to clean.

# Materials breakdown





# Efficient products

Choosing the sustainable option shouldn't mean accepting compromise, rather, it requires a product to be designed intelligently, and built to last. TOPL engineers drive efficiency of our products from the inside out.

We can understand our product impact through lifecycle assessment. This examines each stage of a product's life - from raw material extraction through to disposal - to identify the impacts and inefficiencies in existing designs, and reduce them. We're focused on using less energy and fewer resources in the production and manufacturing phase, whilst reducing the environmental impact throughout the entire lifecycle.

Core to the sustainability of a product is its durability - how long it will last. Materials aren't static, they change over time and under different conditions. That is why all of our products are rigorously tested to the point of failure. It is only by testing until failure that we can understand our technology's limits, and create robust products that are built to last.



A pair of hands holds two teal-colored reusable coffee cups with black lids. Each cup features a small, circular logo on its side. The background is a solid, dark teal color.

**Built on lean engineering**