



Know Your Ingredients: Foam Ban Facts

What legislation means for your
business and how we can help.



Beginning this summer, New York City will join other major U.S. cities in prohibiting the use of foam cups and containers by foodservice operators.

This new legislation will no doubt cause some disruption in the short term. Yet it simply reflects a growing change in behavior that's taking place across the country. The first step to navigating this new reality is understanding it.

So what does the new law mean?

Foam Ban at a Glance



Why?

Foam food containers aren't widely accepted at recycling facilities.

100+

Where?

Over 100 cities have banned or are considering banning foam foodservice containers. NYC is the largest city to ban foam food containers.



Who?*



Full-service establishments



Coffee shops



Fast food restaurants



Grocery stores



Food trucks/carts



Cafeterias

Included in the ban



Cups



Bowls



Plates



Takeout Containers



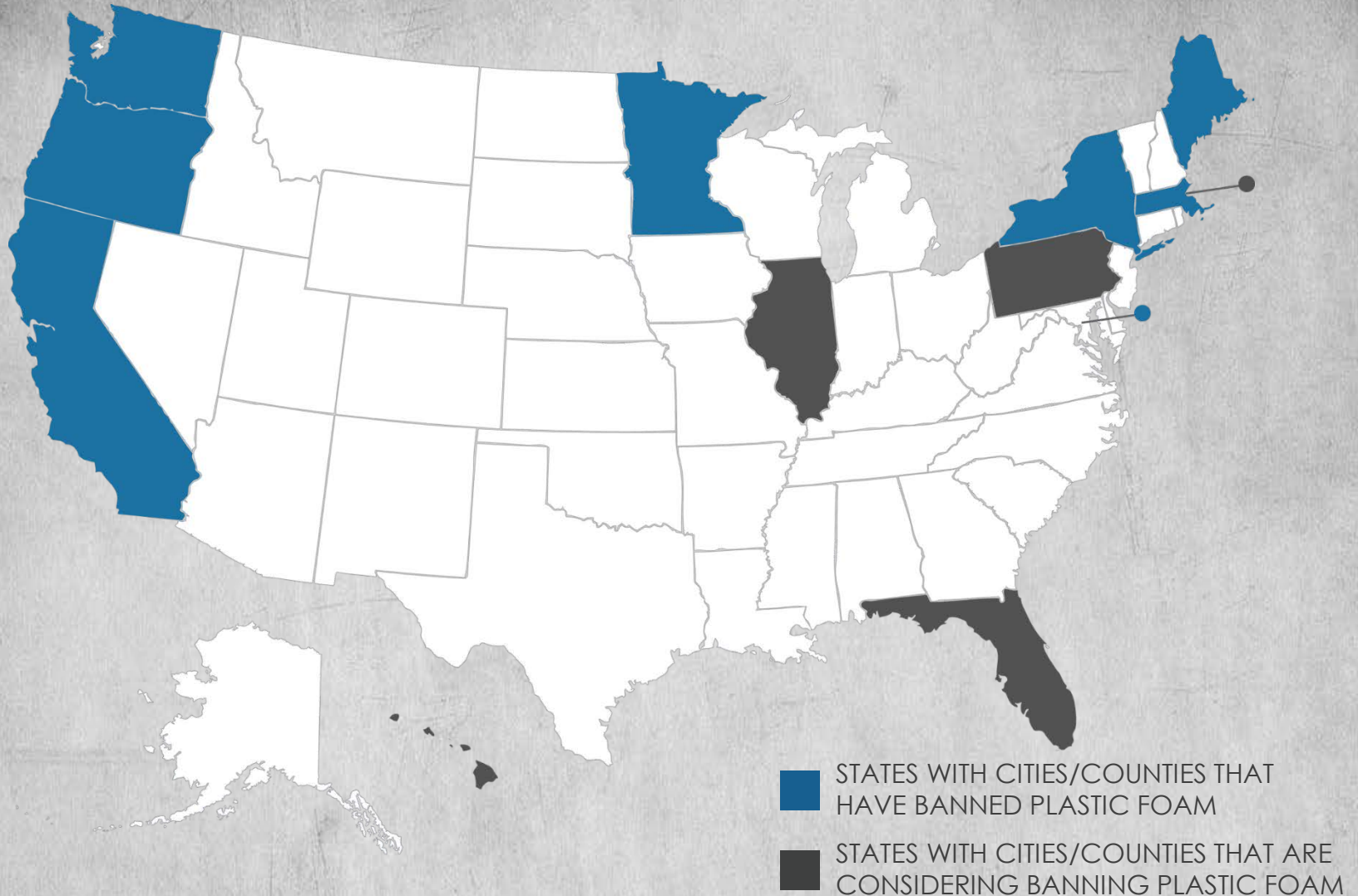
Trays

*Businesses and nonprofits with an annual revenue of \$500,000 or less can be exempted from the ban, but will have to prove that the use of materials besides plastic foam would cause them financial hardship.

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NYC is not the first. Nor will it be the last.

Many cities and counties throughout the country have either banned foam or are planning to.



*Source: www.groundswell.org

So, what does
this mean for
distributors
like you?

In a word, opportunity.

To engage operators.

Educate them on what the ban does and does not mean.

And empower them to successfully navigate this new reality.

And we can help you do it.

We're developing a plan for the ban. GP Professional has experience assisting operators, distributors and customers in large West Coast markets in managing similar foam bans. For NYC and beyond, we plan to invest in a robust education and communications campaign to serve the needs of key constituents affected by this new legislation, while also offering a full portfolio of sanctioned substitutes.



GP Professional is the right partner
because we have the knowledge,
expertise and innovative product
solutions **for today's changing world.**



The key to success? Collaboration.

For this to work to everyone's benefit, we need your help. Your input. Your feedback. What do you need to keep this conversation going with your customers? How can we help you? What tools do you need?

Let's keep talking.