

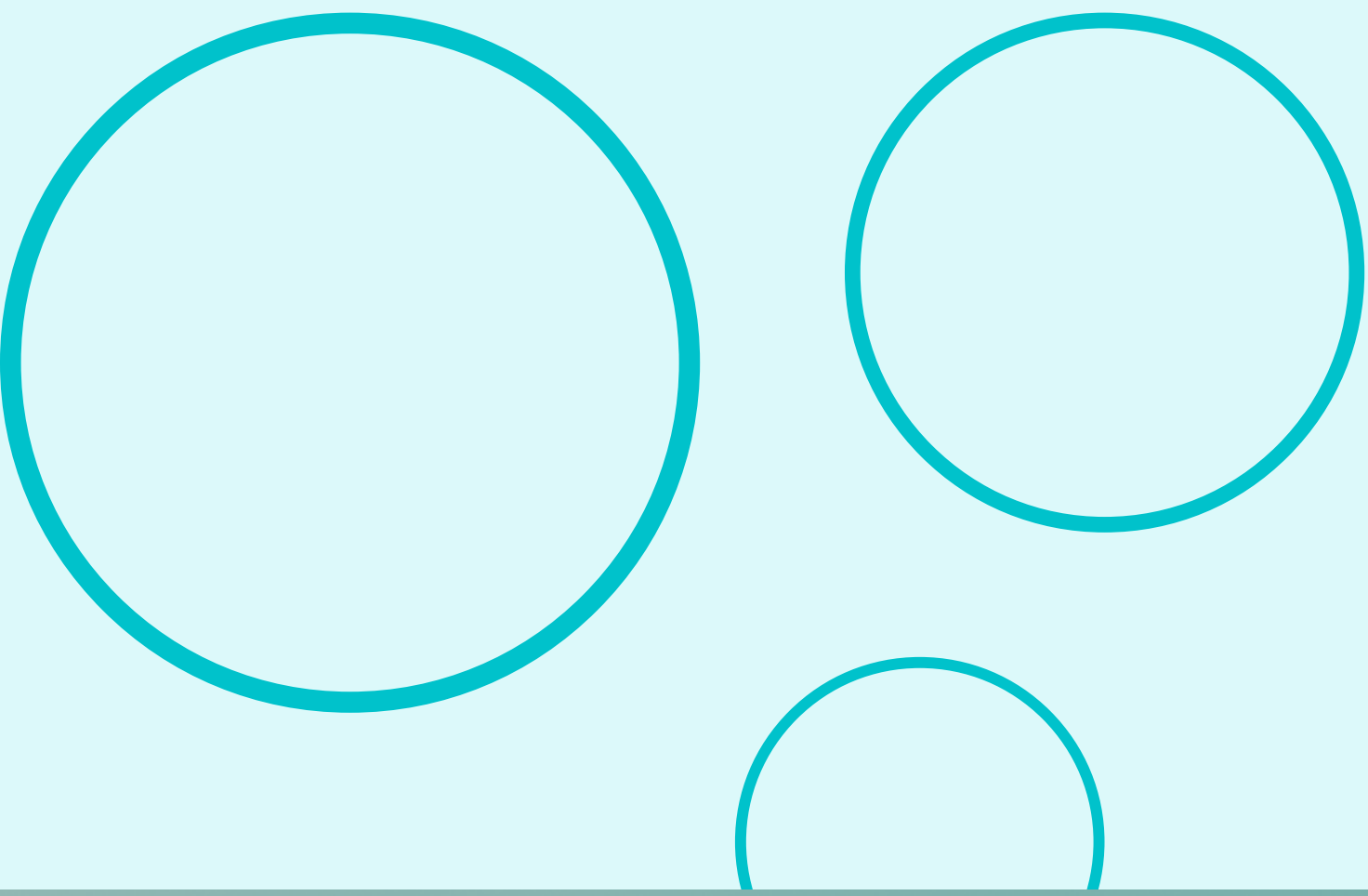
Lending Model- USEFULL

The lending model operates similarly to a library. Customers “check out” a container, and return it to the restaurant or a partnering business within an allotted time period. Like a library card, customers need to have some sort of subscription or membership in order to participate. With this system, the container often belongs to a third party.

Originally the Coffee Cup Collective, the creators of USEFULL started with distributing reusable coffee cups to businesses in Boston. That system proved so successful, that the creators decided to expand their idea.

USEFULL is a third party system that works with corporations, businesses, and campuses to implement a plastic-free reusable system. The creators of USEFULL recognized that many systems used hard plastic containers, which eventually ended up in landfills. Their solution is to use stainless steel reusable bowls and cups with silicone lids that won't easily be mistaken for trash.





When a business signs up with USEFULL, they only pay to rent the containers. Costing 10 cents per cup and 25 cents per bowl, the price is actually less than most single use containers. The cups can hold up to 16 ounces and the bowls up to 40, but there are markings inside to easily accommodate smaller portions. The containers are double wall vacuum sealed, so they can hold and insulate both hot and cold food.



In order to use Usefull containers, customers need to download the free USEFULL app, which allows USEFULL to track their containers. When a customer checks out a container they have two days to return it free of charge, after which there's a \$1 daily late fee. For an additional charge, customers can choose to purchase a premium subscription, which extends their free return period to five days. After fourteen days, the package is presumed lost and the customer must pay for it to be replaced. There is no additional cost to the business.

Photos curtesy of USEFULL

By switching from single use to reusable containers, USEFULL calculates that businesses can reduce their expenses on take out containers by thirty percent.

Depending on location, some businesses sanitize the containers themselves, while USEFULL handles the sanitization of others. USEFULL provides training to businesses on how to clean the containers.