



DOUBLE WALL - TRIPLE PLEASURE™

Seda's Double Wall insulated cups: The Original Double Wall

Heartwarming experience, to the very last drop

Seda is committed to creating a unique and superior customer experience.

Seda Double Wall cup has been developed to enhance brand value for your customers who want to enjoy their coffee to the very last drop.

Double Wall - triple pleasure™

Premium coffee deserves the highest quality cup possible to address the rapid growth and development of the premium coffee segment. That's what was on Seda's mind when it introduced the first Double Wall cup into the European market in early 2000.

The Seda Double Wall - triple pleasure™ is revolutionary not only for its innovative technical features, but also because it decisively contributes to some of the most remarkable success stories of brand creation within the hot beverage market. Others have tried to imitate it, but Seda continues to innovate around the patented technology that makes the Double Wall cup unparalleled. Here's how:

First to market

Seda Double Wall is unrivaled for customer preference, quality, insulation, appearance and safety. Head and shoulders above any imitation or alternative solutions of Seda competitors.

Protects flavor, heats longer

The Double Wall can handle the appropriate high temperature for serving coffee allowing the great taste of freshly brewed coffee to come through in every cup. Plus beverages stay hotter longer, ensuring good taste that lasts.

Never too hot to handle

Patented heat barrier technology and a tight sealing lid keeps coffee warm inside, but the customer perceives only a pleasant warmth when holding the cup.

Great for the brand

State of the art technology and highest quality materials allow for superior printing, so brand identity and integrity are placed right in the customer's hands.

Works for the environment, not against

Seda's Double Wall cups are made of fibers coming from sustainable forests. It is fully recyclable* with a range of compostable options.

Made in the USA

Introduction of Seda Double Wall in the North America market enjoyed equal success persuading Seda Group to invest in a greenfield manufacturing facility in Racine, Wisconsin.



Superior insulation is achieved with an air chamber between the internal cup and the external sleeve

FEATURES

- Improved safety in any condition of use
- Drinks stay warm longer
- Pleasant "warm touch" without burning your fingers
- Double Wall patented technology originally created by Seda
- A new way of drinking on the go
- High quality printing
- Wide range of promotional solutions
- Fully recyclable* or compostable options
- Fibers used meet Sustainable Forestry Management
- Made in USA

ENJOY THE DOUBLE WALL - TRIPLE PLEASURE™ EXPERIENCE

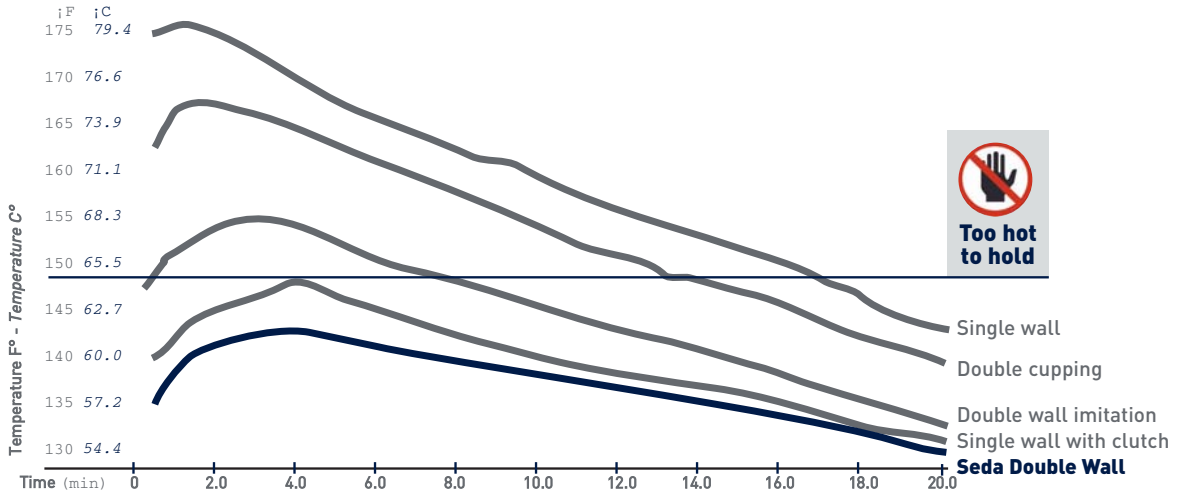
- It tastes good**, with high temperate brewing for optimum flavor
- It feels warm** without burning your fingers
- It looks nice** with its innovative graphic qualities

*This product is recyclable in a few communities that have appropriate recycling facilities.

Double Wall - triple pleasure™ cup: unmatched performance

Drinks stay hot, hands stay safe

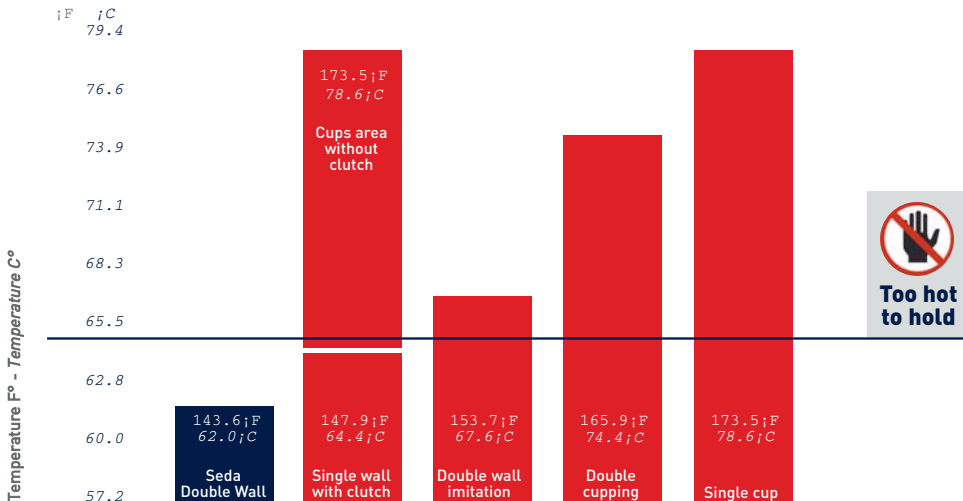
Drink initial temperature of 200F° - 93C;



Cup max wall temperature

Maximum outside temperature in the first 4 minutes

Drink initial temperature of 200F° - 93C;



Boost your brand

Seda has a long and extensive record of success in promotional management, as well as the best and most advanced safety and quality control systems. Besides providing a unique consumer experience, the Double Wall Cup offers an amazing host of marketing and promotional opportunities to hit the right spot every time.

- Instant win
- Collection/Loyalty
- Promo gift



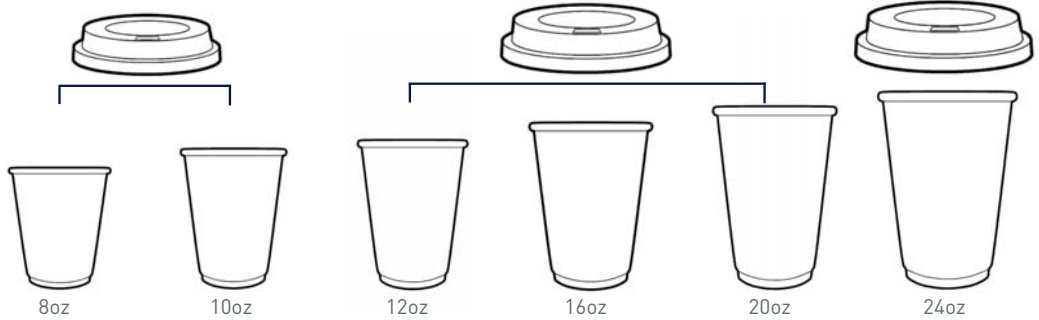
The loyalty cup has been developed by Seda using state of the art manufacturing processes to offer to its customer a complete, innovative and versatile promotional tool.

Several promotional mechanisms are possible - inkjet unique coding, labeling, couponing.

Three printable surfaces available.

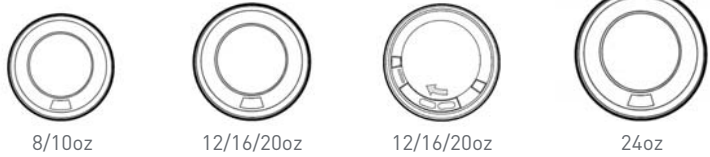
- **Awarded in USA** in 2007 by QSR and FPI
- **Awarded in Italy** in 2008 by Istituto Italiano dell'Imballaggio

Your choice



	8oz	10oz	12oz	16oz	20oz	24oz
Case/sleeves	780/30	644/28	600/24	384/24	312/24	300/20
Case weight (lbs)	26	25	26	20	20	23
Case cube (cu ft)	4.20	3.95	4.18	4.18	4.18	4.22
Case dimension (in)	19.3X15.9X23.6	22.4X12.9X23.6	23.0X13.3X23.6	23.0x13.3x23.6	23.0X13.3X23.6	19.7x15.7x23.6
Lid	8/10 oz	8/10 oz	12/16/20 oz	12/16/20 oz	12/16/20 oz	24 oz

Superior printing capabilities for the US Market up to 10 colors with a minimum 50,000 print run



Description	dome white/black	dome white/black	dome reclosable white/black	dome white/black
Case/sleeves	1000/10	1000/10	800/10	1000/10
Case weight (lbs)	8	11	11	12
Case cube (cu ft)	1.26	1.98	1.98	3.02
Case dimension (in)	12.4X10.6X21.7	13.89x11.73x21.02	13.89x11.73x21.02	21.9x14.4x21.7



Seda: a family business born in Italy in 1964 grown in Europe and now producing in USA

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