

Make money and save the planet



Reduce costs, run your business in a sustainable
way and protect the environment

cupit

Design: Lisa Keller



KAHLA

PORCELAIN FOR THE SENSES

1. Patron Model



50,- € sales revenue
 - 13,- € cupit + logo *
 - 2,- € cost of goods sold

35,- € proceeds
 + additional revenue
 through other sales

You sell a stamp card for e.g. 20 coffees and give the customer a **cupit** cup with your logo as a gift. Advantage: The guest remains loyal and generates additional revenue by purchasing snacks etc.

2. Flatrate Model

You sell a **cupit** cup including a coffee flat rate for e.g. one year. Advantage: The customer keeps coming back and also buys snacks. You use the spontaneous sales revenue for investments.



3. Customer Loyalty Model

You offer guests who bring their own cup a discount. Sell custom **cupit** cups and profit from the revenue.



Sales revenue through sale of cups

15,- € sales price
 - 10,- € purchase price

5,- € proceeds
 + additional revenue
 through other sales

4. Deposit Model

You sell beverages in environmentally-friendly returnable cups. The customer will come back. The deposit equals the purchase price of the cup, which protects against any losses.



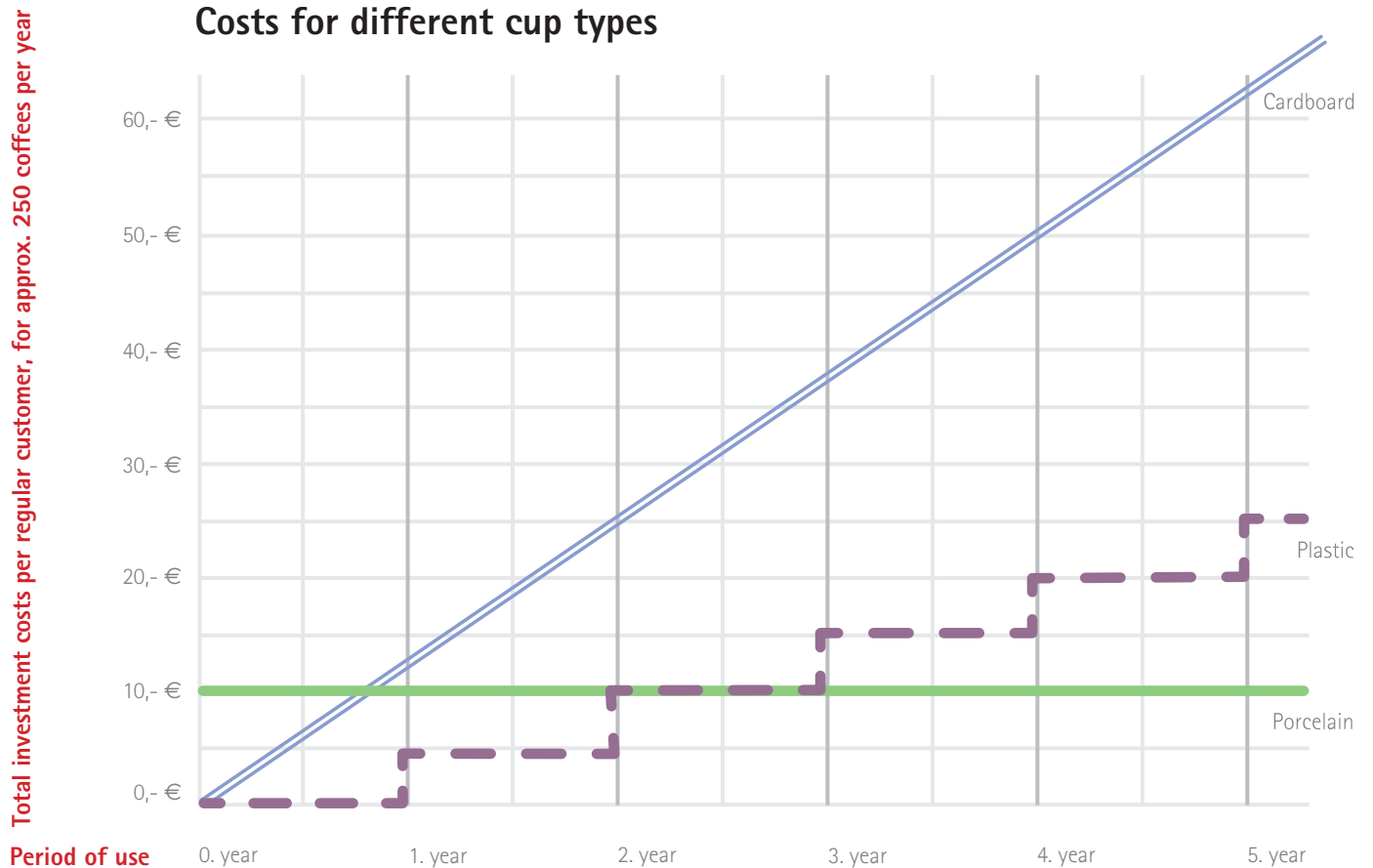
5. Reward Model

You incentivise your staff and your customers by giving them customised **cupit** cups as gifts whereby demonstrating your commitment to sustainability.



* Mindestabnahmemenge 300 Stück

After only one year, the investment in a sustainable dishwasher-safe porcelain cup will have paid for itself.



Investment per cup

0,05 € *

One-way cardboard mug

5,00 € *

Non dishwasher-resistant plastic mug

10,00 € *

Porcelain mug

Participate in our sustainability programme and increase your sales revenues with a clear conscience! Contact us for more details: cupit@kahlaporzellan.com

* Prices are for demonstration only, prices may vary

MADE IN GERMANY
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