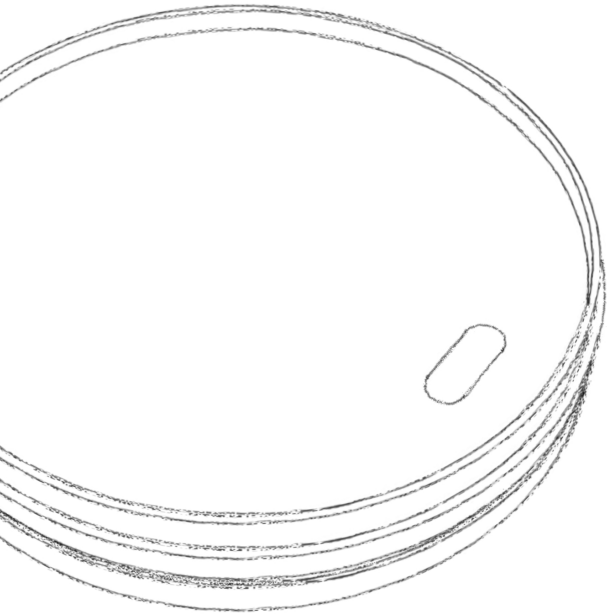# Eco Fit: the new generation lid

1. Push

Eco Fit Lid

Consumers are increasingly demanding more sustainable products, expecting brands to commit to lower environmental footprints, reduced waste and less plastic.

Seda Eco Fit Lid, an **innovative** paperboard lid designed to replace current plastic lids for hot and cold beverages while offering consumers a superior drinking experience.

Made from **100% PEFC**™ certified fibres, it's **fully recyclable** in the paper stream along with the cup. Eco Fit Lid can be **fully printed** and branded to maximise point-of-sale appeal.
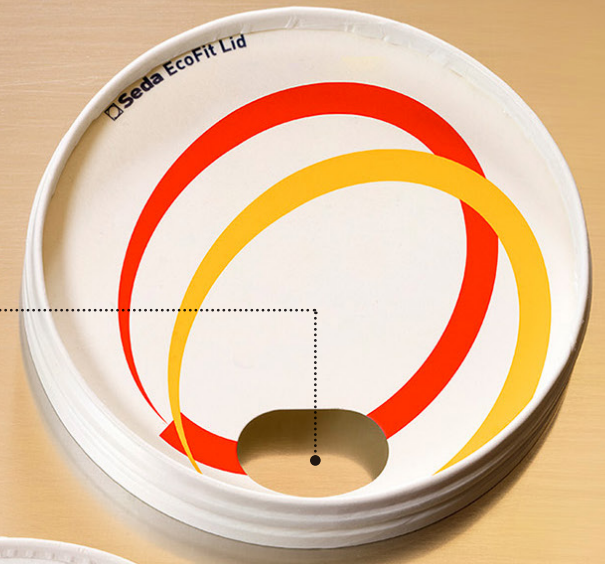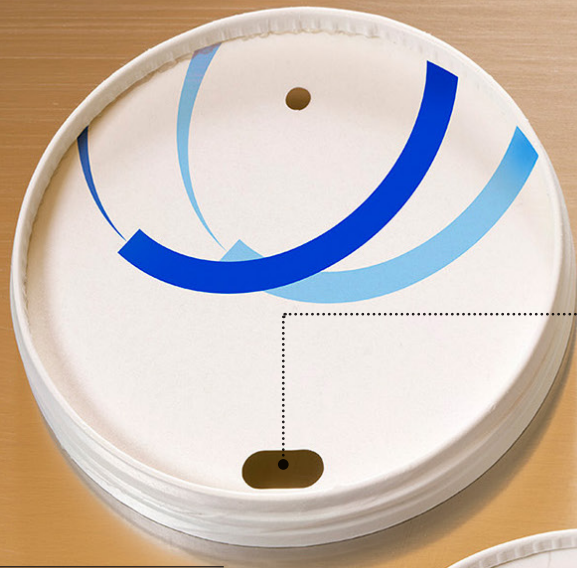
Better for the consumer

Improves the consumer experience across all consumption occasions **(In store and Delivery)**

- **Secure, tight lid** fit enhanced by an audible snap
- **Leak and spill resistant** for a comfortable and safe experience
- **Iconic**: can be printed and branded, unlike plastic lids, giving a premium appearance

Better for the planet

Reduces the plastic in on-the-go packaging:

- **100%** renewable low-carbon certified paperboard
- **Reduces depletion of fossil resources** compared with current plastic lids - saving 400 plastic tons per 100 million coffee lids
- **Fully recyclable** in the paper stream
- Also available in a **compostable version**

different hole shapes
for hot and cold beverages,
including a reclosable option

Seda EcoFit Lid

1. Push

Better for the customer

- Eco Fit Lid together with a paperboard cup becomes a complete marketing tool
- A versatile solution offering varied drinking hole/straw insertion options
- A fully sustainable alternative to traditional lids that enhances any brand sustainability credentials

fully printable

Eco Fit Lid

technical specifications

Size	**2 Lid sizes - Small and Large covering the 8 / 10 / 12 / 16 / 20 oz capacity** (Suitable for Hot and Cold beverage cups)		
Material	**Paperboard DPE, SPE or PE free**		
Weight	**based on material used** (es:12 oz lid-DPE 5,4g)		
Pcs / Sleeve (Nestable)	**Large 32**	**Small 33**	
Sleeve/Box	**Large 36**	**Small 42**	
Pcs/Box	**Large 1.152**	**Small 1.386**	customised case count upon request
End of Life	**Recyclable in the paper stream or compostable upon request**		

Awards

The Eco Fit Lid design and sustainable raw material have been widely acclaimed, including as **winner** of the **Save the Planet** category in the 2020 **European Carton Excellence Awards**.

EUROPEAN™ CARTON EXCELLENCE AWARD 2020
PRO CARTON
ECMA
WINNER
SAVE THE PLANET

Seda
INTERNATIONAL PACKAGING GROUP

For more information visit our website sedagroup.com or contact us.