

UpShot Solution Promotes Sustainability for Saxbys Coffee's Single-Serve Coffee Filters

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Saxbys Coffee aims to increase its sustainability to reduce its carbon footprint as a corporation, so the company opts to manufacture its single-serve coffee brewing filters with the UpShot Solution. In September 2013, LBP Manufacturing introduced its line of economically friendly, single-serve filters and the complementary production model, dubbed the UpShot Solution. The primary goal was to help roasters, brands and retailers enter the booming single-serve beverage market with a recyclable and maintainable product. The UpShot Solution is a more sustainable, economically friendly alternative for wasteful and inflexible production models of single-serve coffee filters. Fashioned to work compatibly with any standard single-serve coffee brewing machine, such as the Keurig, the UpShot Solution is designed to replace pollutive filter competitors that litter landfills enough to wrap around Earth 10 times. Saxbys believes that the UpShot Solution helps to spark a positive change in the production and distribution methods of the company, increasing environmental awareness sustainable business practices.

The UpShot Solution filter material is made of 100% recyclable polypropylene labeled with the resin identification code #5, like many recyclable plastic products. The reusability of the UpShot Solution design allows consumers to use the filter for a second time if coffee grounds remain after the first brew. The recyclable filter is topped with Fresh Seal, an outer packaging cover that is made of recyclable materials.

Ever since adopting the UpShot Solution filters and production model, Saxbys has been

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able to expand its corporation beyond a beverage service company. Saxbys Coffee now functions as a retail and online seller in the single-serve coffee filter market. The UpShot Solution offers a business opportunity to bring the Saxbys coffee into customers' homes or on-the-go. With the UpShot Solution, Saxbys has configured a way to appeal to an entirely new target demographic of at-home single-serve coffee brewers, which includes approximately 75 million American households, while still selling Saxbys' own coffee. Saxbys' utilization of the UpShot Solution helps to boost profitability on an ever-growing platform and in a new market

By implementing the UpShot Solution system, Saxbys reserves all rights to control the production and distribution process completely, from roast to retail price. Because Saxbys owns its single-serve filter manufacturing system, company executives can scale capacity up or down to align with changing market conditions. The product quality and production volume lie in the hands of the Saxbys leadership team. As of recently, Saxbys sells seven-count single-serve coffee filters at all of its retail locations and online. Initially, only Saxbys' Signature Blend was brought to shelves during the holiday season, but because the entire manufacturing process is in its control, Saxbys has since expanded its single-serve offerings.

Critics argue that it becomes a costly investment for businesses to install machinery that wraps the single-serve filter in the rigid thermo-cell or supple flow-wrap pouch; however, the profitability of the single-serve coffee market goes beyond the expense for the one-time machinery purchase. In addition to retail and online sales increasing revenue, customers respond positively to the aromatic effect of the mesh filter design that emits an enhanced sensory appeal during the coffee brewing process. Customers might be more willing to pay for a high quality at-home brewing experience, and as a result, the initial cost of the new manufacturing machinery

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will be worth the profit gain from customer satisfaction.

Saxbys' commitment to doing its part to protect the environment begins with bringing the UpShot Solution to all 39 retail locations and online sales platforms. Producing single-serve coffee brewing filters with the UpShot Solution uses recyclable materials, promotes business growth and keeps all aspects of production under control. Saxbys aligns itself with the UpShot Solution's sustainability efforts and will continue to support the environmental impact LBP Manufacturing strives to make with its product.

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623 words

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