

Go Green!

The Douwe Egberts®
One-Touch Coffee System
gives YOU direct and indirect
sustainable benefits!



Your Direct Benefits:

Waste Reduction

- A single carton of *DOUWE EGBERTS* coffee can serve the same number of cups as 50 pots of traditional filter-brewed coffee, **reducing landfill** to a single bag and doser instead of 50 filters + 50 coffee packs + 50 clumps of wet coffee grounds.²
- *DOUWE EGBERTS* coffee can be dispensed on demand, cup by cup, so no stale coffee (and thus no water) ever needs to be wasted.

Energy Conservation

- The *DOUWE EGBERTS* C60, C500, C600, and C700 dispensers use computer-managed power consumption with an energy saving mode.

Recycling

- *DOUWE EGBERTS* coffee carton exteriors are recyclable.



Sara Lee's Douwe Egberts coffee production plant in Suffolk, VA

1) For every 100 dumpsters of brewed coffee grounds that would have gone to a landfill, only 1 dumpster of ash is sent instead.

2) Each 2-liter carton of *DOUWE EGBERTS* coffee produces 2,433 ounces (38 pots) of finished coffee at standard 35:1 water-to-coffee ratio. Since up to 25% of coffee served in pots is poured down the drain as waste when unused coffee gets stale, it can take 50 pots of traditional filter coffee to serve the same number of cups as 1 carton of *DOUWE EGBERTS* coffee (brewed cup by cup, on demand, with no waste).

Your Indirect Benefits:

Waste Reduction

- Brewed coffee grounds are used as fuel to operate the *DOUWE EGBERTS* coffee production plant, reducing landfill waste by 99%¹. The energy generated from using grounds as fuel also reduces the plant's fossil fuel dependence by 25%.
- Water from the *DOUWE EGBERTS* coffee production process is recycled into the system, reducing fresh water usage at the production plant by 10 gallons per minute or over 1 million gallons per year!

Air and Water Filtration

- The *DOUWE EGBERTS* coffee production water pre-treatment system annually removes more than 75,000 pounds of contaminants from the waste water stream.

"2006 & 2007 Hampton Roads Sanitation District
'Gold Award' winner for outstanding
performance in waste water compliance!"

- Sophisticated air filters at the *DOUWE EGBERTS* coffee production plant annually remove an estimated 3,000+ pounds of particulate from the exhaust air!

Recycling

- *DOUWE EGBERTS* coffee dispensers are packed and shipped in recyclable materials.
- *DOUWE EGBERTS* coffee cups contain a minimum of 12% post-consumer recycled fiber.

