



**Paper Cups**  
Made with  
Recycled Paper



# Serving or Selling, Visstun® gives you that big brand look at affordable volumes & prices

- Two Case Minimum • Quick Turnaround
- Hi-Definition Print • Responsive Service
- Sustainable

In the ten pages that follow, you'll find a condensed presentation of our flexibility, capability, materials, and many options. Hopefully, this gives you a sense of not only what we can do, but what you can do with us.

We're excited to learn about your business.  
Give us a call & let's build something awesome!

**(702) 251-8809 VisstunCups.com**



## Visstun® Flexibility

In addition to fantastic products, awesome branding is key to growth and success. From drink cups to serving cups to retail packaging, Visstun® makes it easy to create consistent branding and build your business. Along with our 29 sizes and four material substrates, we offer fast turnaround, a two case minimum order, and friendly, responsive customer service.

### 29 sizes - Something for Everything

Visstun's 29 sizes cover the drink cup, food service, and packaging markets giving you the flexibility to brand all parts of your business or use different sizes to create unique packaging solutions. And, you can do all of this using one vendor - Visstun® of course!

#### Drink Cups



#### Containers



#### R-Containers



#### Scoops Double Wall



### Four Substrate Materials

Adding to the flexibility of Visstun's 29 sizes, we offer and inventory four materials giving you the flexibility to create a cup or container that exactly meets your needs. For example, you could use paper cold material for your drink cups and paper hot for your coffee cups - all with the same Hi-Definition printing. Again, all from one vendor.



#### PAPER COLD

- 35% Recycled Fiber
- Disposable / Single Use
- 16mil Heavy Duty Paper
- Poly-Coated 2 Sides
- High-Gloss & Matte Finish



#### PAPER HOT

- 35% Recycled Fiber
- Disposable / Single Use
- 17.5mil Heavy Duty Paper
- Poly-Coated 1 Side
- Uncoated, Matte Finish



#### WHITE PLASTIC

- 18-19mil Food Grade Polypropylene
- Reusable & Recyclable
- Durable, Dishwasher Safe
- High-Gloss Finish



#### CLEAR PLASTIC

- 18-19mil Food Grade Polypropylene
- Reusable & Recyclable
- Exclusive Printed Rims
- Durable, Dishwasher Safe
- High-Gloss Finish



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# Visstun® Packaging

Awesome products deserve awesome packaging. With Visstun's flexibility and Hi-Definition print, you'll get awesome packaging plus the eye-popping shelf appeal you've always wanted. Whatever your cup and container needs, Visstun® has a size and material combination to meet it. \*

## Food



## Microwave



## Smoothie



## Confectionery



\* Packaging categories are for concept purposes only. All packaging must be tested to ensure that the package will be appropriate for each specific use.

## Ice Cream Packaging



## Ice Cream Serving



## Pet



## Soup/Ramen



# Visstun® Food Service

Good food, great customers, and awesome branding are building blocks of a successful food or beverage business. Visstun's 29 sizes and four material substrates give you the flexibility to brand everything from your drink cups to your serving containers to your take-out containers keeping your brand top-of-mind with your customers. Full-color, Hi-Definition cups and containers tell customers you are serious about everything you do - including food!

## Cold Drink Cups



## Hot Drink Cups



## Single Serve & Sampling



## Take Out and To-Go



## Vx2® Double Wall Cups

Vx2® Double Wall Cups have an integrated insulation layer to provide comfort and convenience without sacrificing your image.

- 4 Sizes: 9, 12, 16, 21oz
- Hi-Definition Full Color Print
- Keep Hot Drinks Hot & Cold Drinks Cold
- Reduce Inventory:
  - Eliminate Sleeve Inventory
  - Stock One Item For Both Hot & Cold Drinks



## Easy Versioning

Visstun® is flexible so you can be flexible. Our two case minimum order makes versioning easy and affordable. Now, you can have awesome packaging plus eye-popping shelf appeal for all your flavors, product variations, and sizes. With Visstun®, the days of labeling generic cups to launch a new brand, product, or flavor are over.



## Consistent Branding

You need flexibility to deliver consistent branding across all of your multiple sizes and uses. With our 29 sizes and two case minimum order, Visstun® gives you that flexibility. Now you can easily have affordable custom cups & containers for all your sizes.



## P2 Snap-Fit® Paper Lids

Finally, a Hi-Definition, Full-Color lid that matches Visstun's Hi-Definition, Full-Color Cups creating a complete package with unrivaled shelf appeal. Plus, low minimums to make it easy to get started!



✓ Snap-Fit™ Design

✓ Low Minimums

✓ RECYCLED Paper Board

• 35% Recycled Paper



✓ Gloss & Matte Finish

✓ Hi-Definition Print

✓ 9 Sizes



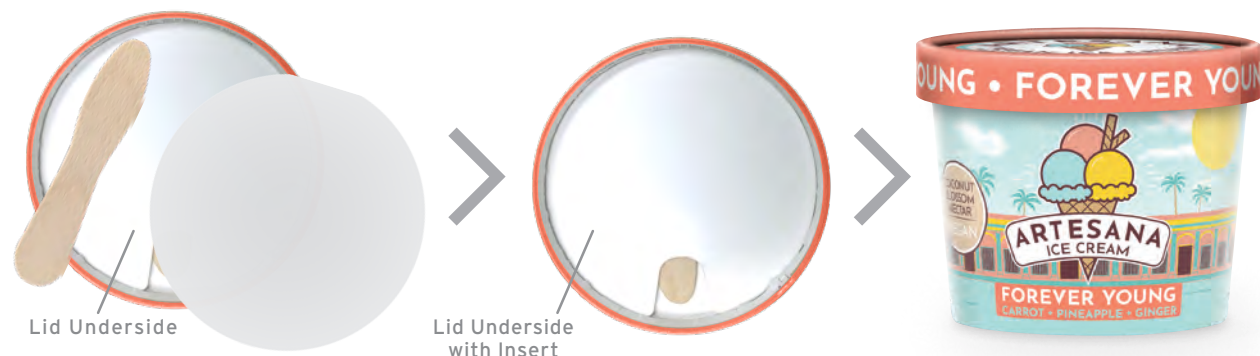
P2 Snap-Fit® design allows the cup rim to snap into the lid with a feel similar to plastic lids.

The ultimate printed lid option with Hi-Definition, Full-Color print on the top and side. Print seamlessly registered text and continuous, uninterrupted images to match and augment your cup's graphics.



## Spoon-In P2® Paper Lids

Just snap the assembled spoon-in P2® lid on the cup and you're ready to go! Available in our popular grab-and-go 5oz-T5. You no longer need to inventory separate parts and put the pieces together! With our NEW Spoon-In P2® Paper lid, you can finally get a spoon-in lid with all the benefits Visstun has to offer!



## Single-Use Lids



## Reusable Basic Lid



## NEW! Ample Air Breathable Lids

A new breathable lid to give worms, crickets, and critters of all kinds ample air to breath while keeping them in the cup where they belong. In addition to critters, this lid can be used for a wide range of products that need ample venting. Fits all "R" series cups.



## Common Lids

For added convenience, Visstun® offers cups and containers that have a common rim diameter giving them a common lid and making them fill on industry standard filling equipment. To find out which sizes are currently available with common lid capabilities, please contact us at cupsales@visstuncups.com.

## Complete Your Packaging

From drink cups to serving cups and containers, Visstun® makes it easy to create consistent branding and build your business. Visstun® can be your one-stop-manufacturer making all your cups and containers awesome!



# Sustainable Cups & Containers

Paper products are made with **35% Sustana EnviroLife™ Post-Consumer Recycled Fiber.**

**100% of paper fibers certified sustainable:**

**99% of paper and plastic cup processing waste is recycled, creating a closed-loop circular economy.**

**90% of paper cup raw materials come from renewable resources.**

Plastic cups are **100% recyclable, reusable, and dishwasher safe.**

Though we always want to encourage customers to recycle their paper cups, if they choose not to, the product is still sustainable and environmentally friendly- regardless of what happens to the cup after use, because it was made with Post-Consumer Recycled Fiber. In addition to being environmentally friendly:

- ✓ No Upcharge - cost neutral for customers
- ✓ No List of Options - This is our new standard not an additional item
- ✓ Appearance and performance like regular paper board
- ✓ Just Green - a great use for recycled fiber

Here at Visstun® we strive to produce a product that is both visually stunning and sustainable, and by including PCF in our paper cup manufacturing, we are starting in a good place and continuously working to end up in an even better place.



## Decoding Visstun® Product Codes



### Key for material codes:

- H9 - paper hot
- C9 - paper cold
- F2 - recyclable clear plastic
- W2 - recyclable white plastic
- X2 - gloss double wall
- XH - matte double wall
- P2 - P2 - gloss paper lids
- M2 - P2 - matte paper lids

## Packaging & Shipping

**Packaging:** All Visstun® cups are sealed in a poly sleeve or poly liner and packaged in a corrugated case. See below for standard case pack configurations.

**Shipping:** F.O.B. Nevada. In accordance with the shipping terms of F.O.B. Nevada, the responsibility of an order transfers to the customer when the order is shipped. Claims for shipping damage MUST be made by the customer when the shipment arrives. Visstun® accepts no responsibility or liability for carrier-caused delivery delays, problems, or product damages.

**Shortages & Overages:** All orders are subject to 10% over/under run. Exact quantities incur a 10% surcharge.

**Multiple Destination Charge:** Visstun® will ship to separate locations for \$12.50 per location. If specific instructions are received within three days of shipping, a \$18.75 charge per destination will be applied. Projects requiring non-standard case packs will incur additional charges. Drop ship lists must be submitted in our Excel spreadsheet format. Any instructions not present at the time of quoting may alter pricing when the actual instructions are received.

**Pallets:** Visstun® uses standard 40" x 48" x 45lb. wooden pallets. If 4-way or plastic pallets are required, a quote must be requested.

# Art Check List

## ✓ Layout

- ▶ Keep critical elements 3/8" from top and 1/4" from bottom & sides
- ▶ Note that templates for clear cups are taller to allow for printed rims
- ▶ 1/8" Bleed
- ▶ See [www.VisstunCups.com/templates](http://www.VisstunCups.com/templates)

## ✓ Digital Images

- ▶ CMYK .psd, .tif, .eps or .ai file formats
- ▶ 300ppi/dpi resolution, sized to 100%
- ▶ EVERY file used to create the final piece MUST be included and editable. This includes linked or placed files.

## ✓ Fonts

- ▶ Convert to outlines/curves or include ALL font files
- ▶ Minimum font size recommendation for critical elements is 8pt. Smaller, thin, and reverse print fonts can fill in or become difficult to read.
- ▶ See typesetting fonts at [www.VisstunCups.com/fonts](http://www.VisstunCups.com/fonts)

## ✓ File Formats

- Mac or PC versions of the following:
  - ▶ Photoshop®
  - ▶ InDesign®
  - ▶ Illustrator®
  - ▶ High Res PDF
- Word, Publisher, PowerPoint, and Excel files are not acceptable.

## ✓ Media

- ▶ [www.VisstunCups.com/upload](http://www.VisstunCups.com/upload) for files 3-80MB
- ▶ Email files <3MB to your Sales Counselor
- ▶ CD ▶ DVD

## ✓ Dimensions

- ▶ [www.VisstunCups.com/specs](http://www.VisstunCups.com/specs)

## ✓ Color Target / Sample

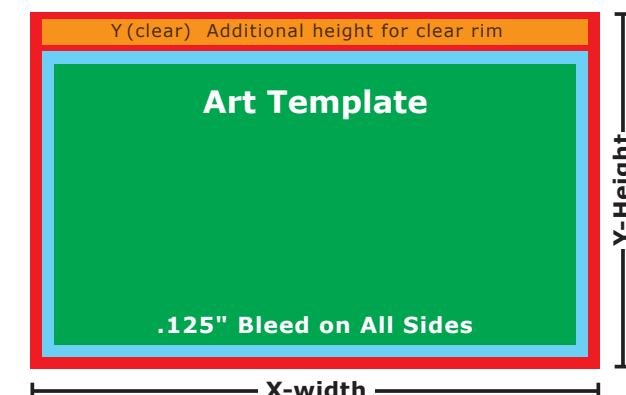
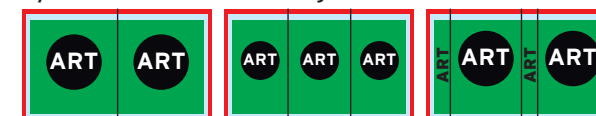
- Include a complete, full-sized hard copy of the composite art submitted. It may be color or black & white, but must be printed from the final file(s) you provide. Color targets should be printed using calibrated devices.
  - ▶ Calibrated color target
  - ▶ Black & White prints for position only

## ✓ Colors – 4-Color Process

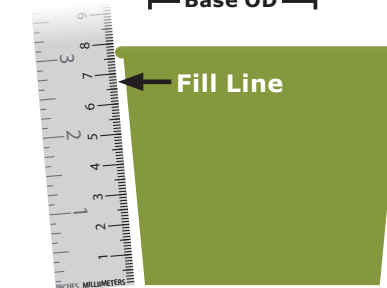
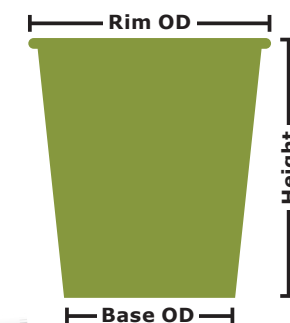
- All PMS/Spot colors will be converted to 4-Color Process. When referencing a PMS color in a process color print, refer to a Pantone® COLOR BRIDGE® coated guide to see how the color translates when converted to CMYK. Most colors change when converted to CMYK.
  - ▶ CMYK 4-Color Process

## ✓ Design Tips

- ▶ Design two or three vertical sections
- ▶ Include all layout, font, and image files
- ▶ Convert fonts to outlines/curves
- ▶ Please allow ±1/16" registration variance of the print to the product perimeter
- ▶ 100% black must be built as 60C / 50M / 50Y / 100K
- ▶ Supply a printed copy of the final layout and color targets for color sample
- ▶ For best readability, UPC should not be smaller than 1" wide
- ▶ Provide measurement for Fill Line location
- ▶ Call us for answers to your design questions or pricing to help layout your artwork
- ▶ Try these common art designs:



Download templates in JPEG and PDF/AI formats at [VisstunCups.com/templates](http://VisstunCups.com/templates)



When building a fill line into your art, please also provide measurement (mm) from the bottom of the cup to the desired printed fill line location.

# Awesome Branding for All!

## A Unique Approach To Cups & Containers

- Two Case Minimum
- Quick Turnaround
- Hi-Definition Print
- Responsive Service
- Sustainable



**Giving You That Big Brand Look  
at Affordable Volumes & Prices**



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