

6 Reasons to use RFID Refillable Beverage Vessels on Campus

Student Union

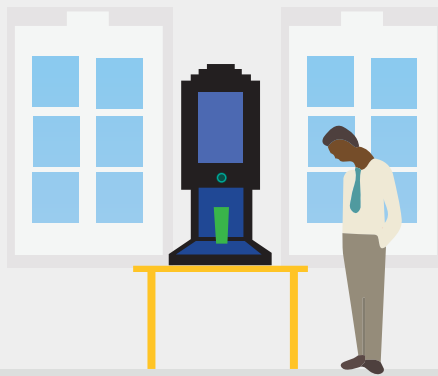
1. Annual Profit

One refillable vessel with "good all semester" offer drives \$88.20 of annual profit.



2. Consumable Savings

For every refillable vessel sold with "good all semester" offer, \$8.93 is saved in disposable cups, lids and straws.



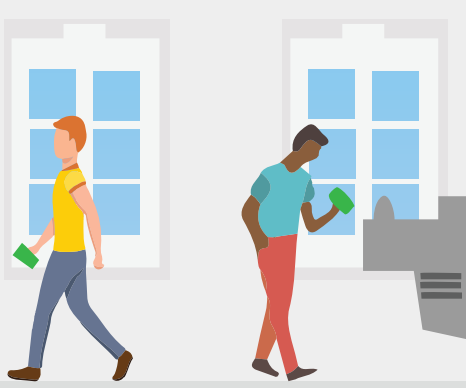
3. Sustainability Reporting

RFID data records how many refills went into a refillable vessel. Operators share results with their Sustainability groups.



4. Conserve Water

Reusable vessels help save water by eliminating disposables. According to the Boston Globe, it takes 8,095 gallons of water to make 10,000 paper cups with sleeves.



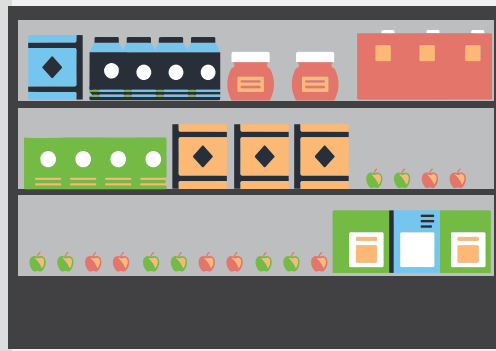
5. Speed of Service

Increases number of meaningful transactions per hour during peak.



6. Loyalty

20% of the return fountain instances are accompanied by a food only purchase.



Amazing Ideas. Extraordinary Results!

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www.WhirleyDrinkWorks.com

www.ValidFill.com



Sources

*From ValidFill customer data on average redemption

**Assumes purchased in Fall and recharged in the Spring, priced at \$24.99

***Consumable cost calculated .11 cents (cup, lid & straw)

<https://www.bostonglobe.com/magazine/2014/04/02/why-p-per-cups-just-aren-greener/W3TIBJ9dff8INlumPQvHSI/story.html>