



## Case Study

### Suma<sup>®</sup> PolyWash & Suma<sup>®</sup> PolyDry

**Reusable cups hygienically cleaned and immediately ready for reuse**

**cupstack** maintains the highest hygiene standards for reusable cups while improving operations



## Situation

**cupstack** is a Dutch company that specializes in implementing and managing reusable cup systems for events and venues, ensuring sustainability and operational efficiency. With over 15 years of experience in the hospitality industry, including more than a decade working with reusable cups, **cupstack** offers comprehensive services to facilitate the transition from single-use to sustainable solutions.

Their services include:

- **Cleaning:** Utilizing state-of-the-art washing facilities specifically designed for reusable cups to maintain the highest hygiene standards
- **Consultancy:** Assisting clients in adopting reusable packaging by addressing concerns and providing tailored solutions
- **Procurement:** Sourcing high-quality reusable cups at fair prices
- **Logistics:** Ensuring timely and eco-friendly delivery and collection of reusable cups, leveraging their central location in Nieuwegein, Netherlands
- **Implementation:** Guiding clients through the process of integrating reusable packaging into their operations
- **Storage:** Providing secure and insured storage solutions for clients' reusable packaging

## Challenge

**cupstack** faces specific challenges with washing reusable plastic ware, which is tougher to dry than standard ware. Additionally, some items can sit for days before washing, allowing soils to dry in and making them harder to clean.





## Solution

A powerful detergent like [Suma PolyWash](#) ensures excellent cleanliness as the unique formula is designed to remove dried-in soils. It also effectively removes coffee, speciality tea and soup odours from reusable plastic cups. The highly concentrated formulation gives economy in use while preventing scaling in medium hard and hard water conditions.

Suma PolyDry is a quick drying rinse aid that leaves no streaks. The special formulation of non-ionic surfactants is designed to lower the surface tension of the final rinsing water, preventing droplet formation. As the water sheets off the surface in a thin layer, drying times are also reduced.

## Results

“Sustainability is at the heart of everything we do”, says Gawein Hamers, **cupstack** COO.

“We are proud to support our customers with a complete solution for reusable plastic ware, including Diversey’s products to extend the life of the ware and control water and energy use. [Suma PolyWash](#) prevents costly rewash and extends the life of the ware, while Suma PolyDry delivers fast, streak-free drying, allowing us to stack immediately and reduce hygiene risks. Plus, [IntelliDISH](#) provides compliance reports, which our customers value.”

As part of our customer testimonial at **cupstack**, Diversey, a Solenis company, supplies the Suma PolyWash Detergent and Suma PolyDry Rinse Aid used in **cupstack**’s cleaning processes. Our advanced cleaning solutions contribute to the efficiency and effectiveness of **cupstack**’s operations, ensuring that reusable cups are hygienically cleaned and ready for immediate reuse.



To learn more about how Diversey a Solenis Company can help your toughest challenges and more, please visit [solenis.com](https://www.solenis.com)