



Simply better in every way.

In harmony with nature:
PAPER LIDS FROM HASO

HasoLid: Modernity meets tradition for a sustainable solution.



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Introducing the world's first paper lid for paper cups

Every year over 16 billion paper cups are consumed world-wide. If each cup comes with a polystyrene lid, that would be 43'000 tonnes of plastic waste.

We have embarked on a mission to eliminate this waste from the environment.

A perfect fit. Every time

Because we care about the consumer's experience and the trust they put into our lids, we make sure each one performs flawlessly.

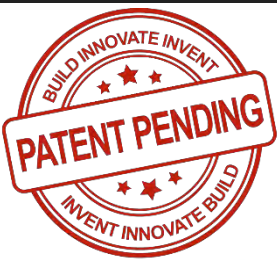
Regardless of the cup size, we have a HasoLid that fits perfectly.



HasoLid goes all the way

Because making a lid out of paper is simply not good enough, Haso Ltd. has chosen suppliers who can guarantee that the paperboard used is from sustainable forestry.

The thin coating on the lid that ensures freshness and conservation of the beverage can also be a compostable and carbon-neutral bio-polymer.



Tight Seal

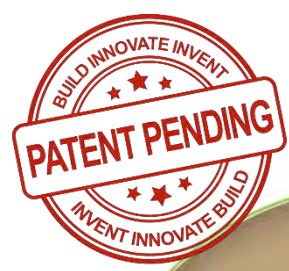
Precision manufacturing ensures that the seal between HasoLid and the cup is always tight. The high outer border and lid top can be printed with any picture and in any colour.

Transparent Window

HasoLid is the only beverage cup lid with a transparent window. Finally, you can see what's in your cup without having to guess.

Ease of use

A peel solution allows for easy opening and closing of the lid's mouth piece. Cold beverage? Stick your (paper) straw in here. Hot beverage? Sip with ease.



Robust & durable

HasoLid keeps the liquid inside for longer. Because the material construction is identical to that of the cup, both will expand and contract at the same rate, ensuring your coffee or soda stays where it should be. Inside the cup



Safer than a plastic lid

HasoLid Performs much better than plastic on standard industry drop-tests. In fact, it beats almost every plastic lid on the market today. No more burned nether regions if you get clumsy with your coffee.



Responsible drinking

Responsible drinking is also about making sure every coffee you take out doesn't impact the environment in ways it shouldn't. HasoLid gives you the confidence that not only your entire packaging can be recycled in the same way, but you will have prevented the extraction of non-renewable resources from the ground and improved your own carbon footprint.



Simplicity & Technology

THE ART OF ZEN

The design of HasoLid is both surprisingly complex and simple. In keeping with Japanese tradition, Haso has sought to eliminate everything that is not essential. Eliminating the use of non-renewable resources in disposable products is one of the main achievements of the lid, and the simple design its main strength, delivering an experience that is always flawlessly satisfying.





Protecting the environment in more ways than one

HasoLid has the potential of eliminating 43'000 tonnes of polystyrene waste from our environment. When people say polystyrene can be recycled, it can only be if it's segregated from other waste and that, unfortunately, doesn't happen often. HasoLid is also manufactured from pulp originating

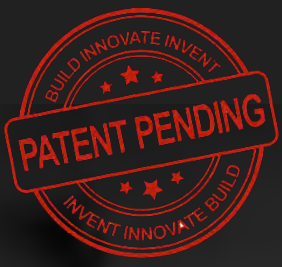
from sustainable forestry. No insecticides, pesticides, or chemical fertilisers are used in forestry and every tree that we plant after harvest will provide us with years of CO2 absorption through photosynthesis. Using paper always be a better solution to oil-based polymers.



Everything your plastic lid can do, HasoLid can do better

	HasoLid	Plastic Lid
Recyclable	✓	✗
Reduces CO2	✓	✗
Printable	✓	✗
Compostable*	✓	✗
Looks Cool	✓	✗

* With the introduction of bio-polymers in version 2.0



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HASO: Innovation & Technology

Haso Ltd. (meaning innovation in Japanese) is a company steeped in tradition, whose values include harmony with humankind and nature. Haso Ltd. has a tradition of bringing innovations to the market that help people all over the world lead a more comfortable life and a more harmonious relationship with nature.

Haso: Close to you. Everywhere

Haso employs close to 1'000 people in its locations across Asia, Europe, and the Americas. Haso is committed to investing in innovation and marketing to help consumers everywhere.



ATLANTA
Corporate office,
manufacturing

GENEVA
Sales

SHANGHAI
Corporate Office,
manufacturing

BANGKOK
Manufacturing

TOKYO
Corporate HQ

ISHIKAWA
Manufacturing

Haso: Tradition meets technology

The importance of paper in shaping our civilization cannot be under-estimated. From currency to literacy, the greatest advancements of civilization stem from paper. Haso continues the tradition of improving our lives, one cup at a time. 16 billion times a year.



Japan is the cradle of a millennia-old tradition in papermaking. It is assumed that paper was introduced from China as early as the first century AD.

The Japanese Imperial Court encouraged the development of papermaking, and abundantly available kozo became the main raw material.

Now, 1900 years later, Haso is harnessing technology and paper-making tradition to bring a more sustainable solution to every day life.