



# Reusable Takeout Containers for Your Establishment



# Why Reusables?

Take action on the  
Community Sustainability  
Plan.  
Reduce waste.

Currently 830,000 **tons** of plastic  
food containers are added to  
landfills each year in the US.  
Plastic containers take 500  
years to breakdown &  
release greenhouse gases  
throughout.  
Reusables can reduce  
reliance on single use  
products, saving  
landfill space  
& creating a  
circular  
economy.

*The Future is Reuse...*

# Consumers Desire to Participate

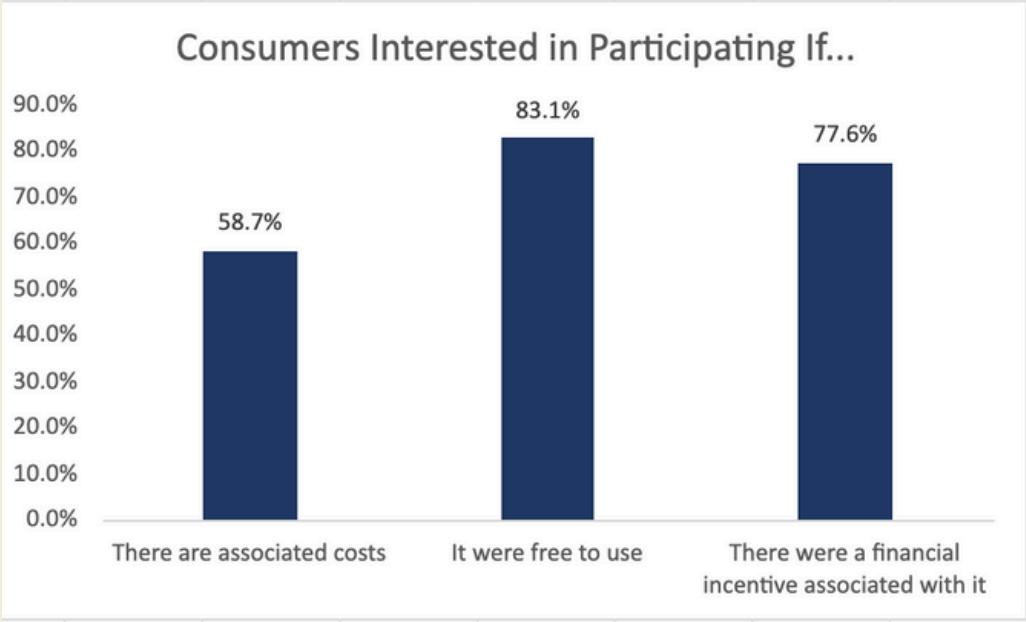
A consumer survey on current takeout container usage and reusable program interest circulated through Kalamazoo from January - March 2024. Data from the 1100 responses can be summarized as follows:

**91%** of respondents eat out at least 1 time per week

**66%** said they take home containers at least ½ of the time

**34%** interested in trying a new restaurant if reusables are offered

**30,000** disposable containers could be saved from landfills per year if **half** of respondents (550 people) took home **one** reusable container per week



# How Forever Ware Works for Consumers

1

**Dine** at any participating establishment

2

**Request** a Forever Ware container to go

*Pay a \$5 fully refundable deposit per container or leave a card on file & enter your phone number to join the network.*

3

**Enjoy** your food or drink

*Afterwards, rinse your container in **cold water** - no soap necessary! Containers will be washed in commercial dishwashers upon return. Washing at home will only negate some of the positive environmental impacts of reusable containers. Let the professionals do the washing!*

4

**Return** Forever Ware container to **ANY** participating establishment

*Next time you go to a participating location, return your container by scanning it and setting it in the bin. That's it! The \$5 deposit/liability will automatically be returned to your Forever Ware account for future use!*

*Forget to bring it back? No worries, it happens to all of us! There are no penalties for late returns, but the sooner you bring it back, the better container circulation will be.*

5



**Repeat!**  
*It's that simple!*

# How Forever Ware Works for Businesses



## What's Included?

- 30-200 Reusable containers of your choice
  - Insulated steel hot and cold mug with silicone lid: 12oz and 16oz
  - Steel food box with silicone lid: Large, Medium, Small (51oz, 34oz, 17oz)
- One device and app for staff to check containers out
- One device for customers to check containers back in
- Marketing posters, counter display, and table tents
- A staff training video is available in the app
- One-on-one staff support via email, text, phone, and app

**Bee Joyful Shop will assist with container redistribution as needed**

## Forever Ware Costs

**\$400** one-time start up fee  
**\$50** per month software fee  
**\$0.05** per use fee  
**\$5** per container lease

*\$5 per container is returned to you every time a new customer chooses to use a reusable container at your establishment*

Learn more:  
[foreverware.org](http://foreverware.org)  
[natasha@foreverware.org](mailto:natasha@foreverware.org)

# The City's Support

A generous gift of **\$9,000** was given to the City by the **W.S. and Lois VanDalsen Foundation** to fund reusable takeout containers in Kalamazoo

**\$8,250** to fund the first 15 food establishments (\$550 of funding per business)

**\$750** towards City of Kalamazoo stickers for branding on containers & any misc. costs

**\$400** one-time start up fee

**\$150** for the first 3 months of software fees

# How to Get Started

1

Connect with Forever Ware to get your business added to the network

- *Purchase container lease, startup fee, and pre-pay for 3 months of software fees*

2

Apply for a variance from the Kalamazoo County Health Department or MDARD depending on your type of establishment

- *PDF in separate document*

3

Fill out W-9 form and EFT form for reimbursement

- *PDF in separate document*

4

Submit Forever Ware **receipt & variance letter & W-9/EFT** forms to Justin Gish

5

\$550 reimbursement for the startup fee and 3 months of software fees will be on your way!

Take these steps by June 14, 2024 to be included in a City wide press release and advertising!



# Resources

## **Forever Ware**

Natasha Gaffer, CEO & Co-Founder  
natasha@foreverware.org

## **City of Kalamazoo**

Alexa Hempel, Community Sustainability Liaison  
hempela@kalamazoo-city.org

Justin Gish, Sustainability Planner  
gishj@kalamazoo-city.org

## **Kalamazoo County Health & Community Services**

Chris Kujawa, Environmental Health Supervisor  
cdkuja@kcalcounty.com or 269-373-5321

## **Michigan Department of Agriculture & Rural Development**

Josh Krystyniak, South Region Retail Food Supervisor  
Krystyniakjl@michigan.gov or 989-818-2526

## **Bee Joyful Shop**

Jessica Thompson, Owner  
hello@beejoyfulshop.com

[University of Michigan Life Cycle Assessment on Reusable Containers](#)

[Upstream Solutions - The New Reuse Economy](#)

[City of Kalamazoo Community Sustainability Plan](#)

