



Barriera™

## Bold, Cold, and No Sweat

### Seda® Barriera™ Cold Cups

A beverage is more than a thirst quencher - it's taste and texture, enjoyed for relaxation and even sometimes in place of a meal. Get your customers to come back for the complete experience by serving your cold beverages in cups designed for performance. With insulation technology, Seda® Barriera™ Double Wall Cold Cups allow beverages to be poured and served at their optimal temperature, so not only do they taste better, but your hands stay dry. Perfect for soft drinks, fresh juice, iced tea, smoothies, milkshakes and more!

#### BENEFITS OF PATENTED COLD CUP INNOVATION FROM SEDA®

- **Maintain temperature:** protect beverage flavor by staying cold longer.
- **Minimize sweating and condensation:** the insulated air chamber prevents moisture from leaking through.
- **Deliver your brand:** state-of-the-art printing technology from Seda® combined with the cups' high quality materials makes superior printing easily achievable, even for colors that can be challenging to produce. Ask your sales rep about our low minimum custom programs.
- **Offer a sustainable choice:** Barriera™ Cold Cups are made of fibers from sustainable forests and are fully recyclable\* with a range of compostable options.
- **Made in the U.S.A.:** local availability reduces the customer's carbon footprint.

\*This product is recyclable in a few communities that have appropriate recycling facilities.



# Your Choice

Seda®: a family business, born in Italy in 1964, grown in Europe and now producing in the U.S.A.

## Full Portfolio



12 oz



16 oz



20 oz



32 oz

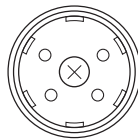
Case / Sleeves  
Case Weight (lbs)  
Case Cube (cu ft)  
Case Dimension (in)  
Lid

**600 / 24**  
**26.1**  
**4.17**  
**23.0x13.3x23.6**  
**12/16/20 oz**

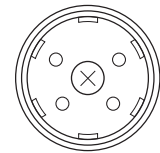
**384 / 24**  
**20.1**  
**4.17**  
**23.0x13.3x23.6**  
**12/16/20 oz**

**312/24**  
**19.8**  
**4.17**  
**23.0x13.3x23.6**  
**12/16/20 oz**

**300/25**  
**24.1**  
**6.14**  
**22.8x19.7x23.6**  
**32 oz**



12/16/20 oz Lid



32 oz Lid

Case / Sleeves  
Case Weight (lbs)  
Case Cube (cu ft)  
Case Dimension (in)

**600 / 24**  
**26.1**  
**4.17**  
**23.0x13.3x23.6**

**300/25**  
**24.1**  
**6.14**  
**22.8x19.7x23.6**

## An Innovative Alternative to Standard Cold Cups



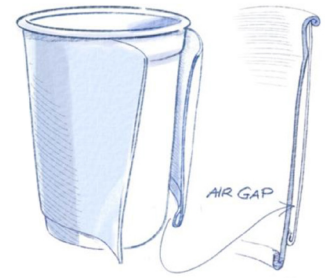
Single Wall  
Paper Cup



Plastic Cup



Barrierá™



- Patented air chamber
- No sweating
- Full cup surface available for printing

# 58%

of consumers say that flavor and taste is the most important factor when deciding where to purchase a beverage.

- Technomic, Inc.

**As beverages trend upward, make yours stand out.**