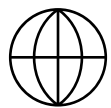




CUSP

Copper Sustainability Partnership



[cuspuk.com](http://cuspuk.com)



[@CUSPUK](https://twitter.com/CUSPUK)



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Making a stand for  
the copper industry



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## CuSP's mission

- Promote benefits of copper in built environments
- Challenge inaccuracies regarding recycling of plastics
- Explore ways to improve sustainability of copper pipes
- Engage with plumbers, architects, specifiers and the public
- Educate the next generation of trade professionals



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# Our mission in action

- Working towards using 100% scrap copper to produce new pipes
- Commissioned EPD to support position
- Spreading the word through PR, social media and digital marketing
- Engaging with industry to form new ways of working
- Reduced plastic use in packaging



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# Why copper?

- Infinitely recyclable
- Sustainable
- Corrosion-resistant
- Versatile
- Durable
- Anti-microbial
- Tough yet malleable
- The professional's choice



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## Why not plastic?

- Poorer quality
- Shorter lifespan
- Not recyclable
- Flammable
- Increased risk of leaks
- Emits toxins into water
- Ultimately unsustainable



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# Plumbing for the future...





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# Getting involved

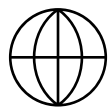
- Associate membership
- Full membership
- Email [enquiries@cuspuke.com](mailto:enquiries@cuspuke.com)







Thank you



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