

CASE STUDY

GS1 Australia and Huskee Supporting Australia's Circular Economy

- 100,000+ Huskee reusable cups have their own unique identifier issued by GS1
- Huskee tubs are fully traceable using GS1 standards
- Huskee Smart Bins track data and locations with GS1



Huskee.[™]

The Problem: Single-Use Coffee Cups

Single-use coffee (or tea) cups are a huge environmental issue. Thrown out without a second thought. A report from the Ellen MacArthur Foundation (EMF)¹ calls out 'Companies that have promised to reduce plastic use, still only replace a tiny fraction of their single-use containers with reusables. However, if we switch to reuse systems, we could cut plastic leakage into the ocean by more than 20%.'

Each cup features a unique QR code that has been developed using GS1's global standards, and this is key to allowing for real-time tracking, usage monitoring and seamless cup returns.

Huskee.[™]

Michael McFarlane
Head of Sales and Marketing
Huskee

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CONNECT TO SUCCESS

Paving the Future of Reuse

Huskee, a local reusable coffee cup company, is doing something pretty amazing. Back in 2017, they started with a simple idea: turn coffee husks, a waste product, into high-quality, reusable coffee cups. Fast forward to today, and Huskee, supported by GS1, has created Borrow by Huskee—an innovative system that makes reusing coffee cups easy and convenient at scale.

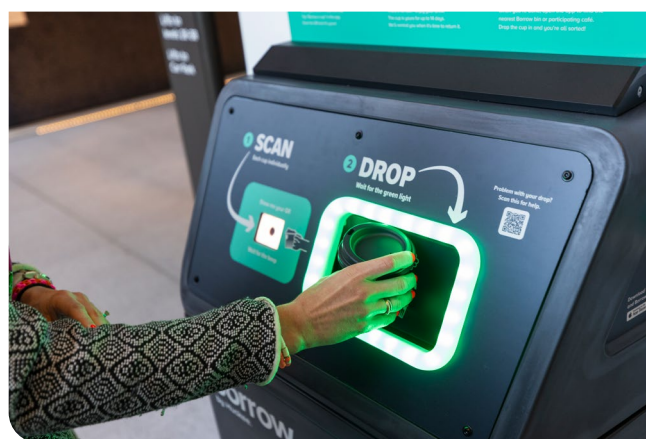
The 'Borrow by Huskee' initiative is a new 'free-to-user' model, designed to make reuse scalable and super convenient. This isn't just about cups—it's a complete system with smart technology, collection points, wash hubs and reverse logistics. The innovative business is aiming to make reuse the norm, not the exception. The goal is a world where reusing coffee cups is just as easy (if not easier) than throwing them away. At the core of the Borrow by Huskee system is the use of GS1 standards that support consistent identification, tracking and data exchange at scale - bringing to life the digital technology that makes reusables a reality. By capturing the real-time data, Huskee is providing its clients and customers with detailed insights into how the reuse system is working, and keeping track of what has been returned, refilled and reused.

Tracking Every Cup

Next Gen Barcodes by GS1 were selected as they contain significantly more information, as well as digital connection. GS1 standards also align with the work of PR3, who are developing standards to empower and scale reuse systems around the world. For each Huskee cup, there is a Next Gen QR code, which holds a GS1 Global Returnable Asset Identifier (GRAI) and a GS1 Digital Link, much like a URL for each cup. Every time someone scans a cup, the system gets updated with key information, for example whether the cup has been returned, where it was returned and how many times it's been refilled. Huskee also uses GS1 for the reusable tubs (the ones that collect used cups) and planning to use Global Location Numbers (GLNs) for their Smart Bins (where the cups are returned). With GS1's global standards, Huskee is making sure that their system will be compatible with others in the reuse space, anywhere across the world. In doing so, Huskee are setting themselves up for collaborating with others and creating a global reuse community that works efficiently, and at scale.

Bringing It to Life

McFarlane continues, "It has been an amazing experience to partner with GS1 and bring this initiative to life. They are the leaders in the development and implementation of global standards for identification and data sharing, these are essential to making reuse systems scalable and interoperable. We share the same vision for sustainable business practices and protecting our planet."



MORE INFORMATION

Available at [GS1 Australia Sustainability](#) and [Borrow by Huskee](#)

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