

Nespresso and Caran d'Ache write the story of recycling

By **Jas Ryat** on May, 22 2019 | Fashion, Bags & Accessories



The eco-friendly packaging of the second limited-edition pen made by Nespresso and Caran d'Ache from recycled coffee capsules

Coffee specialist Nespresso and Swiss writing and drawing instruments company Caran d'Ache have launched the second limited edition of its award-winning pen made from recycled coffee capsules.

Following the success of the first edition, Nespresso and Swiss writing and drawing instruments company Caran d'Ache have produced a second limited-edition ballpoint pen made with recycled aluminum coffee capsules.

The classic Caran d'Ache ballpoint pen has been reimagined in aluminum, creating an accessory that is both elegant and trendy while maintaining environmental responsibility, the companies said.

The limited-edition Caran d'Ache Nespresso ballpoint pen is presented in the deep rich green of Nespresso's Master Origins India capsules, celebrating one of the most popular coffees from Nespresso's range.

The first Caran d'Ache Nespresso ballpoint pen, launched in 2018, was awarded a prestigious Stylographe Trophy in the L'Ecriture au Quotidien category, in recognition of its innovative design and use of recycled aluminum.

Jean-Marc Duvoisin, CEO, Nespresso, said: "We're delighted to be partnering once again with Caran d'Ache and bringing consumers this unique object, a true celebration of the infinite recyclability of aluminum. When consumers recycle with Nespresso, their capsule continues its journey. We believe this special collaboration gives coffee lovers something to write home about."

Carole Hubscher, President, Caran d'Ache, added: "We are pleased to write the second chapter of this collaboration with Nespresso after the unprecedented success of our first partnership. It is very encouraging to see our consumers positively responding to design innovations founded on sustainable development, a value that Caran d'Ache has held dear since 1915."

The Caran d'Ache Nespresso ballpoint pen is a celebration of recycling, and designed to remind consumers of the infinite durability of aluminum which can be re-melted and reused time after time.

The pen demonstrates how upcycling can result in the creation of design objects, giving new value to what was once considered waste. The collaboration aims to encourage people to recycle their used Nespresso capsules by showing them the potential of recycled aluminum.

Nespresso founded its first recycling scheme in Switzerland in 1991, shortly after the launch of the brand. Today its global recycling scheme covers more than 53 countries.