

Impulse®

Stock Printed Foam
Cups & Containers



Profitable sales are made on Impulse

Meet the new Impulse stock print, sure to increase impulse sales in your business! The updated design and colors were developed to fit comfortably in any environment where hot or cold food or beverages are served—in convenience stores, cafeterias, coffee shops, at special events, and more.

Each Impulse cup and container is now color coded to make it easier for customers and employees to ensure the correct size is selected. And, with Impulse, you benefit from low minimum order requirements and quick turnaround times, as well as a cost savings when compared to custom printed products.

See what Impulse can do to energize food and beverage sales in your business.

- Dual use – one cup or container for both hot and cold
- Easy identification – color coded design with capacity printed on each size
- Pedestal-style car cups available – for big drinks on-the-go
- Promotes environmental benefits of foam – a message is printed on each cup and container



One Lid Size Fits Four Different Cups

Drink Cups



8J8E 10J10E 12J12E 12J16E 16J16E 20J16E 24J16E

Food Containers



32AJ20E 32TJ32E 44AJ32E 44TJ32E 8SJ20E 12SJ20E 16MJ20E

Stock Number	Description	Print Color	Packing Bag/Case	Case Cube	Case Weight	Lids
Drink Cups						
8J8E	8 oz.	Red	25/1000	3.6	6.8	8JL, 8SL, 8FTL, 8UL, 8EL
10J10E*	10 oz.	Purple	25/1000	4.3	8.1	10JL, 10SL, 10FTL, 10UL, 10EL
12J12E	12 oz.	Green	25/1000	5.0	9.4	12JL, 12SL, 12FTL, 12FTLS, 12CLR, 12UL, 12EL, 12HDLC
12J16E	12 oz.	Green	25/1000	5.7	10.2	16JL, 16SL, 16FTL, 16FTLS, 16UL, 16EL, 16ELBLK, 16RCL, 16RCLBLK, 16LCD, 16LCDH
16J16E	16 oz.	Orange	25/1000	8.7	14.0	16JL, 16SL, 16FTL, 16FTLS, 16UL, 16EL, 16ELBLK, 16RCL, 16RCLBLK, 16LCD, 16LCDH
20J16E	20 oz.	Purple	25/500	5.5	8.6	16JL, 16SL, 16FTL, 16FTLS, 16UL, 16EL, 16ELBLK, 16RCL, 16RCLBLK, 16LCD, 16LCDH
24J16E	24 oz.	Green	20/500	7.2	10.4	16JL, 16SL, 16FTL, 16FTLS, 16UL, 16EL, 16ELBLK, 16RCL, 16RCLBLK, 16LCD, 16LCDH
32AJ20E	32 oz.**	Blue	16/400	7.9	10.9	20JL, 20SL, 20JLNV, 20CLR, 20DLCR, 20DLV, 20HDLC, 20LCDH
32TJ32E	32 oz.	Blue	25/500	8.5	12.8	32JL, 32SL, 32RL, 32CLR, 32PL, 32HDLC
44AJ32E	44 oz.**	Green	15/300	7.7	10.6	32JL, 32SL, 32RL, 32CLR, 32PL, 32HDLC
44TJ32E	44 oz.	Green	20/300	7.0	9.6	32JL, 32SL, 32RL, 32CLR, 32PL, 32HDLC
Food Containers						
8SJ20E*	8 oz.	Green	50/1000	4.4	8.1	20JL, 20SL, 20JLNV, 20CLR, 20DLCR, 20DLV, 20HDLC, 20LCDH
12SJ20E*	12 oz.	Purple	25/500	3.1	5.6	20JL, 20SL, 20JLNV, 20CLR, 20DLCR, 20DLV, 20HDLC, 20LCDH
16MJ20E*	16 oz.	Orange	25/500	4.1	6.5	20JL, 20SL, 20JLNV, 20CLR, 20DLCR, 20DLV, 20HDLC, 20LCDH

* May not be available in all sales areas.

** Flush fill capacity.

Ideally suited for your every need:



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