

from



16ERL24



16ERL24SH



16ERL34

New Product



## 18 oz. Red Party Cups

*Add fun to any event and reduce waste with Etch-It disposable cups.*

- ✓ **Perfect for All Occasions**  
With the innovative features of Etch-It, consumers are able to add excitement to birthdays, holidays, gatherings, or any event.
- ✓ **Expand Category**  
Increase category exposure with bold graphics designed to demonstrate entertainment value to consumers.
- ✓ **Less Germ Exposure**  
Fills consumer demand for identifying drinks at gatherings; consumers no longer have to worry about drinking from the wrong cup.

Stock Number	Description	Package Count	Packages per Case	Case Cube	Case Weight	Package Dimensions
16ERL24	18 oz cup, Red	24	12	1.5	7.9	3.9 x 3.9 x 12.4
16ERL24SH	18 oz cup, Red in display shipper	24	24	2.9	15.3	23.6 x 15.9 x 13.3*
16ERL34	18 oz cup, Red	34	12	2.3	11.3	7.8 x 3.9 x 10.1

\* Shipper dimensions. See 16ERL24 data for packaging specifications.

Stock Number	Package UPC	Shipping Carton UPC
16ERL24	0 41594 73944 0	1 00 41594 73944 7
16ERL24SH	0 41594 73944 0	0 00 41594 73947 1
16ERL34	0 41594 73946 4	1 00 41594 73946 1

For more information, contact your Dart sales representative or call 1-800-248-5960.



For environmental information, visit [www.dart.biz](http://www.dart.biz)

**DART CONTAINER CORPORATION**

*The Industry Standard of Excellence*

Mason, Michigan 48854 U.S.A.  
Ph: 800-248-5960 • Fax: 517-676-3883  
Email: [sales@dart.biz](mailto:sales@dart.biz) • [www.dart.biz](http://www.dart.biz)



# Etch-It® Cups

18 oz. Red Party Cups



Feature	Advantage	Benefit
Etch-It Label	Source of entertainment	Maximizes repeat sales
Flexible	Shatter-resistant	Curtails risk of injury
Smooth Rolled Rim	Reinforces sidewall strength and promotes drinking comfort	Avoids customer complaints
Close Nesting Design	Reduced package cube	Improves shelf efficiencies
Bright Red	Celebrate with color	Increases impulse buys
Unique and Exciting Product	Brings attention to the category	Increases plastic cup sales



**1. PEEL**



**2. ETCH**



**3. FUN**



Smooth Rolled Rim

Etch-It Label

Flexible

Bright Red

Close Nesting Design