



2 Stock Designs —
Coffee Dreams
& Whimsy™ —
or Simply White

It feels good to be Polystyrene foam-free

60% less
stacking
height



PerfectTouch cups use less stacking height

Upgrade your coffee program with the PerfectTouch® Insulated Paper Cup

Consumers prefer the PerfectTouch cup **2 to 1** over foam. They believe that the PerfectTouch cup is a higher quality cup and provides a better coffee drinking experience.*

A PerfectTouch cup enhances customer loyalty

The use of a PerfectTouch cup **increases quality perception of an establishment for 50% of consumers.** They would more often visit an establishment that serves coffee in a PerfectTouch cup.*

A PerfectTouch cup pays for itself

Fifty percent of consumers expect to pay **\$.10 to \$.50 more** for a cup of coffee served in a PerfectTouch cup.*

See how much profit can be made with every 1000 cups sold.

	\$/12 oz. Cup
A Price Increase PerfectTouch May Provide (\$.10 to \$.50)	\$
B PerfectTouch Cost/Cup	\$
C Foam Cost/Cup	\$
D Incremental Cost for PerfectTouch (B - C) =	\$
E Incremental PROFIT for every 1000 cups sold (A - D) x 1000 =	\$
Trading up to PerfectTouch could mean	\$ in PROFIT!

*of those stating a preference, January 2011, Directions Research, Inc.



Dixie® PerfectTouch® Insulated Cups 8 – 24 oz.

SKU	Description	Case Count	Pkgs/Case	Per Sleeve	Cube	Ship Wt.	Lid SKU	TI X HI
PerfectTouch Whimsy™								
5338WM	8 oz.	1000	20	50	2.70	18.50	D9538, TB9538X	9 x 2
5310WM	10 oz.	1000	20	50	3.15	21.60	D9542, TB9542	6 x 2
5342WM	12 oz.	1000	20	50	3.62	25.40	D9542, TB9542, 92958	6 x 2
5356WM	16 oz.	1000	20	50	3.95	28.30	D9542, TB9542, 92958	6 x 2
5360WM	20 oz.	500	20	25	3.13	19.56	D9550, TB9550, CL24	6 x 3
5364WM	24 oz.	Available in run & ship – 6 week lead time.						
PerfectTouch Coffee Dreams								
5338CD	8 oz.	1000	20	50	2.70	18.50	D9538, TB9538X	9 x 2
5338CDWR	8 oz. wrapped	1000	20	50	2.70	19.36	D9538, TB9538X	9 x 2
92959	10 oz.	1000	20	50	3.15	21.60	D9542, TB9542	6 x 2
5342CD	12 oz.	1000	20	50	3.62	25.40	D9542, TB9542	6 x 2
5356CD	16 oz.	1000	20	50	3.95	28.30	D9542, TB9542	6 x 2
5360CD	20 oz.	500	20	25	3.13	19.56	D9550, TB9550	6 x 3
5364CD	24 oz.	500	20	25	3.40	21.59	D9550, TB9550	6 x 3
PerfectTouch Simply White								
5338W	8 oz.	1000	20	50	2.70	18.50	D9538, TB9538X	9 x 2
92961	10 oz.	1000	20	50	3.15	21.60	D9542, TB9542	6 x 2
5342W	12 oz.	1000	20	50	3.62	25.40	D9542, TB9542, 92958	6 x 2
5356W	16 oz.	1000	20	50	3.95	28.30	D9542, TB9542, 92958	6 x 2
5360W	20 oz.	500	20	25	3.13	19.56	D9550, TB9550, CL24	6 x 3

PerfectTouch Lids

SKU	Description	Color	Pack Count	Case Count	Cube	Ship Wt.
TP9542B	10, 12 & 16 oz. Smart Top reclosable dome lid	Black	10/100	1000	1.85	9.59
TP9550B	20 & 24 oz. Smart Top reclosable dome lid	Black	10/100	1000	2.36	12.30
TP9542	10, 12 & 16 oz. Smart Top reclosable dome lid	White	10/100	1000	1.85	9.59
TP9550	20 & 24 oz. Smart Top reclosable dome lid	White	10/100	1000	2.36	12.30
D9538	8 oz. dome lid	White	10/100	1000	1.06	5.50
DL9538B	8 oz. dome lid	Black	10/100	1000	1.06	5.50
TB9538X	8 oz. drink-thru lid	White	10/100	1000	1.17	5.60
D9542	10, 12 & 16 oz. dome lid	White	10/100	1000	1.52	6.50
D9542B	10, 12 & 16 oz. dome lid	Black	10/100	1000	1.52	6.50
TB9542	10, 12 & 16 oz. drink-thru lid	White	10/100	1000	1.60	5.70
D9550	20 & 24 oz. dome lid	White	10/100	1000	2.17	8.60
D9550B	20 & 24 oz. dome lid	Black	10/100	1000	2.17	8.60
TB9550	20 & 24 oz. dome lid	White	10/100	1000	1.82	8.60
92958	10, 12 & 16 oz. Translucent Lid Flat with Straw Slot	Translucent	10/100	1000	1.4	5.40
CL24	20 & 24 oz. Clear Lid Flat	Clear	10/100	1000	1.99	6.50



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