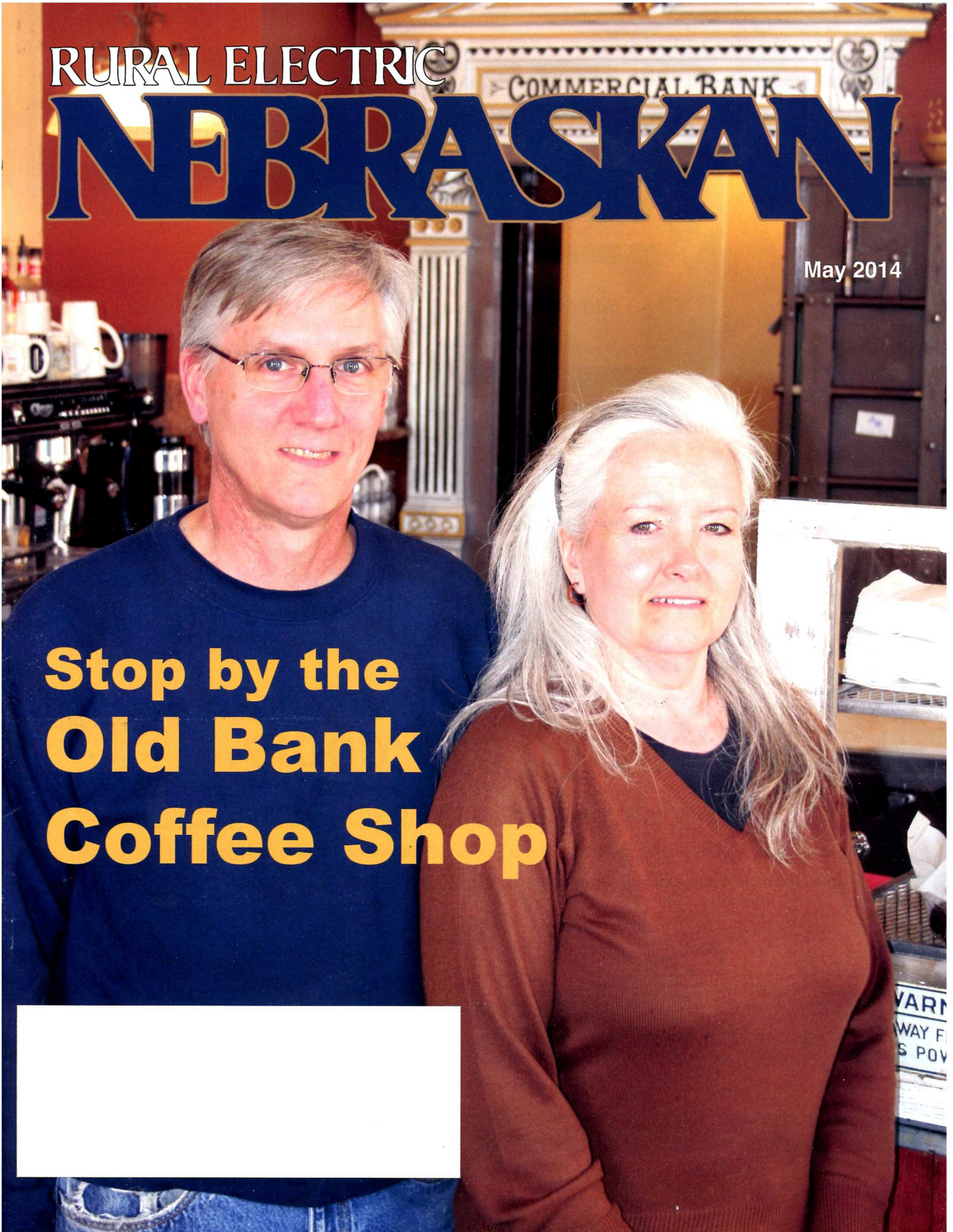
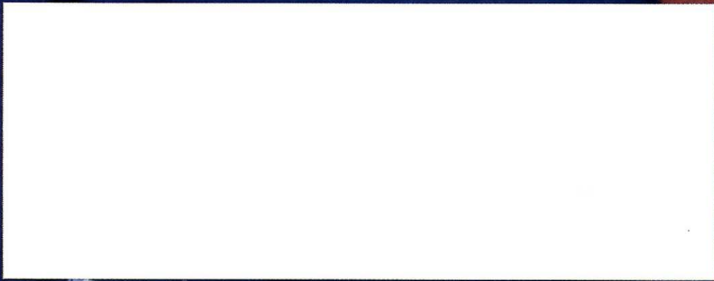


RURAL ELECTRIC

# NEBRASKAN

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**Stop by the  
Old Bank  
Coffee Shop**





by Wayne Price

## A new way to use an ordinary ol' Mason jar

Every month I receive mail promoting new products that companies want the public to know about. And every once in a while I find one that captures my interest. One such product came in last month so I thought I would share it with you.

Most of you probably have a Mason jar somewhere in your house. But have you ever considered using one as a travel mug? A company in Massachusetts was developed around creating a solution for easier drinking from a canning jar. They came up with a lid that lets you drink, without spilling, from virtually any wide or regular mouth canning jar.

The folks at Cuppow already saw the canning jar as the perfect travel mug. It's easy to clean, made of heat-resistant glass, cheap, durable, and when it is sealed it doesn't leak. But if you've ever drank from one, you know that their large opening is not great for spill-free sipping while on the go.

So they created a lid, allowing people to up-cycle the ordinary Mason jar into an eco-friendly alternative to messy, disposable paper cups and those overly expensive travel mugs. Cuppow products utilize BPA and phthalate free food-grade recycled plastic as part of an ongoing commitment to divert as much needless waste as possible from the landfill.

Joshua Resnikoff, Cuppow cofounder, said the company set a goal of reducing our environmental impact through abstaining from the use of disposable paper coffee cups.

"We wanted to carry that intent into the product, so we committed ourselves to not producing another "throwaway" coffee lid like those found at gas stations," he said. "Cuppow is robust enough to last a lifetime of use, and is sourced from recycled stock of food-grade plastic."

Cuppow has also created an adaptor for the

canning jar, turning it into an on-the-go container. They came up with BNTO (bentoh), a conveniently shaped insert that separates the canning jar into two compartments so you can mix or dip like a pro. The first product offering in the BNTO line hold six fluid ounces and is built to fit snugly under the standard metal lid of a wide mouth canning jar.

Cuppow products are made from food-grade polypropylene at a plant in Massachusetts. Resnikoff said they only use domestic options in their supply, manufacturing, and fulfillment. While this might increase the

overall cost of business, keeping the entire process within an hour's drive allows Cuppow to ensure quality along every step of the process.

"We know that our customers take pride in purchasing a high-quality 100 percent American made product," he said. "We knew that we didn't want to have it made overseas and then shipped here; even if the parts could be produced more cheaply the shipping and

transportation wouldn't be very eco-minded."

Canning jars are made of heat resistant glass so they are safe to be exposed to even boiling temperatures, but they will get hot to the touch. There are sleeves or coozies available for Mason Jars, from companies such as [www.freakerusa.com](http://www.freakerusa.com) in North Carolina and [www.holdsterusa.com](http://www.holdsterusa.com) in Vermont which makes a leather sleeve.

A simple search on Etsy for 'mason jar sleeve' yields hundreds of handmade, recycled, and vintage options for your perusing pleasure. You can always up-cycle something like a basic coozie or even an old wool sock. Or you can even knit, sew, or crochet something yourself.

You can order Cuppow products at [www.cuppow.com](http://www.cuppow.com).



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