

In an attempt to convert coffee pod users to coffee beans, JURA Australia will launch their #beansvPods campaign on Earth Day which is celebrating its 50th anniversary around the world on Wednesday, 22nd April 2020. With Australians estimated to consume around six million coffee pods daily and only five per cent being recyclable, JURA Australia is calling on coffee lovers to make the change to beans. George Liakatos, JURA Australia's Managing Director says, "This is something we are really passionate about as a company worldwide. Using freshly ground coffee, not capsules, is one of our core brand values and education is key in helping our consumers understand the impact of coffee pods on our environment." JURA worldwide have also recently released their sustainability in practice guidelines and actively promote the responsible use of valuable resources in the 50 countries they distribute their fully automated, bean only coffee machines. The six key pillars include: Durability: Their products are designed to last. The materials they select, the precision they apply to the manufacturing process and their high-quality workmanship aim to create products that impress on a long-term basis thanks to their quality, reliability and aesthetic appeal. Avoiding waste: JURA dedicates itself to automatic coffee machines. They are synonymous with the perfect cup of coffee from fresh beans – freshly ground, not capsuled. This avoids unnecessary packaging waste, while the coffee grounds are biodegradable and can be composted and used to benefit the soil. Energy efficiency: JURA was developing systems which aimed to save energy long before energy issues became a key talking point. Even the very first IMPRESSA had a function enabling it to switch on and off automatically. This was followed by systems such as Energy Save Mode and the Zero-Energy Switch. Service: 'Repair rather than throw away' is a principle that is deeply embedded in the company's DNA. Since it was founded in 1931, JURA has been offering comprehensive services, ensuring that spare parts can be provided, and maintenance carried out for many years after purchasing a machine. Reuse: When components are replaced during maintenance work, they are reconditioned instead of simply being thrown away. Our specialists replace defective, worn parts and any components which are as good as new are used again in the service department. Naturally, JURA provides a twelve-month spare part warranty for these parts. Recycling: Every JURA automatic coffee machine comes with a detailed recycling document. This lists all the individual installed parts along with the materials from which they are made. At JURA, machines are not simply thrown away – they are professionally dismantled, and the materials separated before they are disposed of. A recycling company collects the raw materials so that they can be reused. "Join us on Earth Day and make the change from pods to beans, every pod not going into landfill counts!" said George. About JURA: JURA's products stand for innovation, ease of use and sustainability. JURA believe in the perfect cup of coffee, using fresh beans, freshly ground and extracted at the touch of a button. The product range includes both machines for domestic use and professional models for the office and food service industry. In recent years the long-established Swiss brand has grown to become a global player, operating in around 50 countries. www.au.jura.com

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