



Cupanion Bag Buyer's Guide

A guide to co-branding with our signature bag.

Explore top designs, customization tips, and why the Cupanion Bag is a favorite for organizations of all sizes.





Introduction

Choosing the perfect custom bag is about more than just design—it's about impact, engagement, and making a sustainable statement. Whether you're planning a workplace wellness initiative, campus challenge, hospitality amenity, or event giveaway, this guide will walk you through everything you need to know about customizing the Cupanion Bag.

In this guide, you'll discover:

- ➔ Why Cupanion Bags are the preferred choice for sustainable programs
- ➔ Specs and materials that make our bags durable, versatile, and eco-friendly
- ➔ How custom digital printing brings your brand or message to life
- ➔ Top Cupanion Bag design examples to inspire your next project

Let's build something meaningful—one reuse at a time.



What Makes the Cupanion Bag So Popular

The Cupanion Bag is more than a reusable—it's a powerful engagement tool, a sustainability statement, and a brand-building asset all in one. Here's why organizations choose it:

Trackable Impact with Every Reuse

Each bag includes a Fill it Forward Tag, printed directly on the bag, that tracks reuse across five key metrics: land use, ocean pollution, emissions, power, and waste diverted. Every scan also unlocks a charitable donation, helping your team see their collective impact and progress toward sustainability goals.

Built to Inspire Reuse, Every Day

Made from recycled plastic bottles (RPET), the Cupanion Bag is durable, lightweight, and designed to carry your essentials—while reinforcing the importance of reuse. Its slim profile and exterior bottle holder make it easy to bring along anywhere.

A Custom Look That's Uniquely Yours

Showcase your brand with custom digital printing on the bag's wide front panel and match the strap color to your brand's colors. Whether you want to feature your logo, campaign message, or a bold sustainability graphic, we'll make sure your design stands out.

Whether you're engaging employees, students, or event guests, the Cupanion Bag delivers form, function, and measurable impact.

The Cupanion Bag at a Glance

*Imagine your
brand here*



- Adjustable cotton shoulder strap
- Made from recycled plastic bottles (RPET)
- Exterior bottle holder
- Holds up to 15 lbs
- 9L capacity (15in W × 12in H × 3in D)
- Fill it Forward Tag printed on the bag
- Snap closure with interior liner



Custom Printing Made Easy

Our high-quality digital printing turns every Cupanion Bag into a branded experience. Whether you're showcasing your logo, sharing a sustainability message, or celebrating a milestone, we make it simple and stress-free to design a bag that stands out.

From concept to print, our in-house design team supports you every step of the way—so you can bring your vision to life without the guesswork.



Design with Confidence

BRAND

Make it unmistakably yours—your design can incorporate your logo, colors, and message, while aligning with our sustainable brand ethos.

COLOR

We offer Pantone® color matching and support multiple colors + white for both your artwork and the Fill it Forward Tag—keeping your branding consistent and vibrant. Choose from 8 standard strap colors, or customize your strap color on orders of 4,500+.

SPACE

Enjoy a generous front-sided print area, giving your artwork room to breathe and communicate clearly. Maximum artwork size is 13" W x 10" H.

ARTWORK LINE THICKNESS

To ensure legibility, all artwork line thickness should be at least 0.018" in size. Our team can help you choose a line thickness that is bold, readable, and on-brand.

Top Cupanion Bag Custom Designs

Need a little inspiration? Here are several standout Cupanion Bag designs that have made an impact and sparked conversation—created by our amazing community of schools, companies, and changemakers in collaboration with our in-house design team.



1

Henkel



Add your subsidiary brands to compliment your design
in an impactful way!

2

~~~~~  
**DHL**



Use bold, dynamic designs that drive  
are tailored to your event.



3

## Montclair State University



Lots of room for text books, snacks, water bottle or frisbee for those long days on Campus. Create a unique Student Orientation day handout that screams School Spirit.

4

## Discover Kalamzoo



Take advantage of the 13" X 10" print area, and add  
show off what makes your city unique!



5

## Deltek President's Club



Reuse is a global initiative! Represent your company and their environmental initiatives at your next corporate event.

6

## Visit Galveston



Make it a beach day! Promote sustainability with your resorts branding paired with a sustainable bag!



7

## NexGard



With full color printing capabilities print your logo at full color with no additional cost or set up fee.



## Let's Design a Bag Together

Our team has helped thousands of organizations bring their custom bag visions to life. Whether you need design advice, product samples, or campaign ideas—we're just a message away.

 **Cupanion Bag product page**

[View more](#)

 **Book a call with our team**

[Schedule here](#)

 **Contact us**

[info@fillitforward.com](mailto:info@fillitforward.com)