

Taiwan is not only unmatched in its love for bubble tea, but also boasts a dense network of takeaway coffee options driven by convenience stores. As a result, eco-friendly cups designed to accommodate various beverage types and sizes have rapidly emerged. While sales have been strong, many end up unused after purchase—the real issue lies in the inconvenience of carrying cups that are simply too bulky.

To break this deadlock, ASON introduces the all-new “ASON Pocket Cup.” Featuring a patented three-part modular design, the cup can be disassembled and nested like Russian dolls, instantly reducing its volume by two-thirds to a compact height of just 5.9 cm. It easily fits into small bags or jacket pockets, ensuring you always have a cup ready for your takeaway drinks.

The best design inspirations often come from real-life experiences. ASON’s founder and Chief R&D Officer, Ren-Yu Liang, was once among those dissatisfied with reusable cups. His initial frustrations included hard-to-clean threaded designs prone to mold, and bulky sizes that were easy to forget when heading out. Switching to collapsible silicone cups improved portability, but introduced new issues: soft structures, instability, frequent spills, and lingering stains and odors—still far from an ideal experience.

“The fastest way to solve a problem is to build it yourself.” With a background in mechanical design at a major tech company, Liang excels at hands-on innovation. Through rapid prototyping with 3D printing, he quickly developed ASON’s breakthrough three-part structure. Made from Tritan™ food-grade plastic, the cup measures under 6 cm when stored, yet can be assembled into 150 ml, 400 ml, or 720 ml configurations. With additional compartment accessories, it can even transform into a dual-compartment lunch container—compact, versatile, and practical. The secret behind ASON Pocket Cup’s quick and easy assembly lies in its high-strength patented non-threaded locking mechanism, which can securely hold up to 4 kg when suspended without coming apart. Another standout feature is its ventless lid design, which uses a nano-coating to achieve water resistance while allowing airflow, balancing internal and external pressure and effectively preventing leakage from vent holes.

Reflecting on his transition from the electronics industry to entrepreneurship, Liang shares, “As a Taiwanese brand, ASON is committed to local manufacturing—not just for the product, but for as many components as possible—to reduce our carbon footprint and stay true to our sustainability goals. In the past, I helped realize dreams for international brands. Now, I want to leverage Taiwan’s technological strengths and supply chain to bring more homegrown ideas to life.”

To promote sustainable living, every ASON Pocket Cup comes with a lifetime gasket replacement service, offering one free replacement set per year. Additionally, all components are available for individual purchase, allowing users to replace only what’s needed instead of discarding the entire product. Liang adds, “For corporate customization, we’ve also introduced a bamboo fiber version with a naturally decomposable, plastic-free cup body. Looking ahead, we have plans to track carbon footprint data and collaborate with beverage brands on incentive programs.”

With innovation at its core and a strong patent strategy as its backbone, ASON has precisely captured a gap in the market. Following the success of the ASON Pocket Cup, what everyday essential will the brand introduce next? It’s certainly something to look forward to.