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**Sonoco releases ‘Big Steps to Increase Paper Can Recyclability’ white paper**

*The report details the market landscape in Europe and the US, and how the use of rigid paper cans can reduce the amount of waste to landfill.*

**Hockenheim, Germany –** Sonoco is pleased to announce the release of its white paper, titled **‘Big Steps to Increase Paper Can Recyclability’**, which details information about recycling trends in Europe and the US, as well as how the use of rigid paper cans can reduce the amount of waste to landfill.

The white paper advises that with 53.5 million metric tons of paper packaging in Europe being used to transport consumer and industrial products, paper packaging recycling is more important than ever before.

The report also highlights the important role of rigid paper cans in the food and drink industry, detailing how they can be used to protect nutritious goods while maintaining shelf life and increasing shelf appeal.

In addition, rigid paper cans can be recycled with most existing infrastructure because they are suitable for most of the kerbside collections and sortation processes in Europe. The white paper highlights research into this, as well as findings about a trial using digital watermarks to sort and recycle waste – a new process that is set to revolutionise recycling sorting in the future.

Peter Görlitz, Sustainability Manager Europe at Sonoco, comments: “We, at Sonoco, have taken steps to re-design our packaging and make it more sustainable. This enables us to support our customers throughout their packaging conversion process, as consumers become increasingly aware of their responsibility to act more sustainably.

“Our latest white paper sheds light on the recycling market landscape, and details why it is important for brands to be re-envisioning and re-developing their packaging. It also explains why our rigid paper cans are an ideal solution to convert to.

“We hope that the white paper provides knowledge and insight to stakeholders in the industry, as well as brands looking to switch to more sustainable solutions.”

To read Sonoco’s **‘Big Steps to Increase Paper Can Recyclability’** white paper, visit:[sonocoeurope.com/2023/03/29/paper-container-recyclability](https://eur02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fsonocoeurope.com%2F2023%2F03%2F29%2Fpaper-container-recyclability%2F&data=05%7C01%7Crharry%40adcomms.co.uk%7Ce12ee51bf59043bf3bc408db35a79794%7C4ed3e69fbff14a35b4253801f8045f3f%7C0%7C0%7C638162766155055227%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=gQDdOtsWRLpzGpbQyt7gjjxMcJluH2GgC6%2BFcPzSJqU%3D&reserved=0)

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**About Sonoco**

Founded in 1899, Sonoco (NYSE:SON) is a global provider of packaging products. With net sales of approximately $7.3 billion in 2022, the Company has approximately 22,000 employees working in more than 300 operations around the world, serving some of the world's best-known brands. With our corporate purpose of *Better Packaging. Better Life.,* Sonoco is committed to creating sustainable products, and a better world, for our customers, employees and communities. The Company ranked first in the Packaging sector on Fortune's World's Most Admired Companies for 2022 as well as being included in Barron's 100 Most Sustainable Companies for the fourth consecutive year. For more information on the Company, visit our website at [www.sonoco.com](http://www.sonoco.com).