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**Pringles launches a new ‘designed for recycling’ paper-based tube**

*Now, one of the most iconic brands is making a more sustainable switch.*

**Hockenheim, Germany –** In a historic moment for the snacking industry, which reflects the world’s collective mission of acting and consuming more sustainably, Kellanova Europe has given its Pringles tube a more sustainable redesign.

Together with Sonoco, Kellanova Europe has redesigned its Pringles packaging to make it widely recyclable by replacing the metal bottom with a paper fibre-based bottom.

Earlier this year, Kellanova Europe’s Belgian engineering and R&D teams announced the official launch of the new ‘designed for recycling’ Pringles tube and introduced the new paper sealing technology on production lines in Mechelen Belgium. These specially designed machines once fully operational across all production lines will be able to produce more than 1 billion perfectly sealed recyclable Pringles tubes per year.

The original Pringles tube, which many households are familiar with, is iconic and “has been a defining feature of the product since it was launched in 1967 in the USA”, says Kellanova.

The new tube retains the brand’s iconic cylindrical shape – enabling the crisps to remain stacked. The shape and stacked nature of the crisps is part of the Pringles image and adds an element of fun for the consumer. Furthermore, the new paper-based tube protects the chips and preserves the flavour of the Pringles to help keep them as fresh as the day they were made. Consumers can also reclose the tubes with the recyclable plastic lid to ensure the chips stay fresh after opening.

Most importantly, the new paper-based tube takes into account “Circularity by Design” guidelines from the European fibre-based packaging value chain, the 4Evergreen alliance, and obtains a good recyclability score for its suitability for recycling in standard paper mills under 4evergreen’s Recyclability Evaluation Protocol. The tubes are accepted in recycling streams across Europe, as the new paper end makes it easier to recycle for paper recyclers. The launch follows Kellanova’s trial of a steel can in Italy in 2019 and a paper tube in the UK in 2020. The vast majority of the paper used for the old and new tube is made from recycled material, helping to boost the circular economy for recycled paper packaging.

The introduction of the recyclable Pringles tube is an important step towards Kellanova’s commitment of all its packaging being recyclable, reusable and compostable by 2030. Ultimately, the new paper-based Pringles tube sets an example for the food packaging industry while bolstering brand loyalty too.

Tracy Murphy – Senior Director Salty Snacks at Kellanova “As part of our Better Days Promise, we have been working hard to reduce our environmental footprint. The recyclable Pringles tube is another important step on our sustainable packaging journey. From the trial of the paper tube that we did in 2020, we already know that consumers love the new-look tube, so we’re now very excited that they’ll be able to get their hands on it.”

Seàn Cairns, President - Global Rigid Paper and Closures (RPC) at Sonoco, worked with both companies’ technical teams, to develop the new ‘designed for recycling’ Pringles tube. He notes that consumers are more aware than ever of how their purchasing behaviours are impacting the environment, as well as the more sustainable packaging options available to them. “With this in mind,” he says, “it’s important for businesses to stay ahead of the curve by exploring new packaging technologies and materials.”

Highlighting the importance of partnership in packaging design, he adds: “It was a pleasure working with Kellanova and we look forward to seeing how the new paper-based Pringles tube is received by the market. We hope the success of this project inspires other companies and brands to convert to more sustainable packaging.”

Sonoco has long been committed to increasing the paper content in its packaging to maximise its recyclability.  Sonoco has taken steps over the years to re-design its packaging and make it more sustainable. This process involved the company hugely investing in research and development to reduce or, where possible, completely remove the plastic and metal components of its packaging.

The result of this is Sonoco’s successful, rigid paper packaging lines as part of the EnviroSense® family including [EnviroCan®,](https://sonocoeurope.com/consumer-packaging/rigid-paper-containers-and-closures/customised-packaging/envirocan/) [GREENCAN®](https://sonocoeurope.com/consumer-packaging/rigid-paper-containers-and-closures/greencan/) and [EnviroStick™](https://sonocoeurope.com/consumer-packaging/rigid-paper-containers-and-closures/customised-packaging/envirostick/).

The new Pringles paper-based recyclable tubes are already available in Belgium, in the UK (initially available at UK Tesco and One Stop stores) and in the Netherlands with plans to scale up their launch across Europe.

**ENDS**

**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).

**About Kellanova**

Kellanova (NYSE: K) is a leader in global snacking, international cereal and noodles, and North America frozen foods, with a legacy stretching back more than 100 years. Powered by differentiated brands including Pringles®, Cheez-It®, Pop-Tarts®, Kellogg's Rice Krispies Treats®, RXBAR®, Eggo®, MorningStar Farms®, Special K®, Coco Pops®, and more, Kellanova’s vision is to become the world’s best-performing snacks-led powerhouse, unleashing the full potential of our differentiated brands and our passionate people. Kellanova is guided by our purpose to create better days and a place at the table for everyone through our trusted food brands. We are advancing sustainable and equitable access to food by addressing the intersection of hunger, sustainability, wellbeing, and equity, diversity & inclusion, with the ambition of creating Beter Days for 4 billion people by the end of 2030 (from a 2015 baseline). Visit www.Kellanova.com for more information.

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