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**Spanish chocolatier Chocolates Valor solidifies its commitment to sustainability as it converts a portion of its Cocoa powder packaging to Sonoco’s GreenCan® solution**

*The recyclable packaging solution will support the circular economy.*

**Hockenheim, Germany –** Chocolates Valor, a leading Spanish chocolatier, has successfully converted the packaging for a portion of its Cocoa products to Sonoco’s recyclable GREENCAN® solution.

Founded in 1881, this family business has a network of chocolate shops and produces more than 22,900 tonnes of chocolate every year. Chocolates Valor specialises in the manufacture of chocolate bars with high percentages of cocoa, in the production of chocolate with no added sugars, soluble cocoa and chocolatey snacks among other products.

The company also takes pride in being a step ahead in terms of innovation. That’s why – together with its commitment to sustainability – Chocolates Valor has chosen to use Sonoco’s cutting-edge recyclable packaging solution: GREENCAN®.

The Sonoco GREENCAN® recyclable paperboard package is made of 92-98% paperboard and features a wide range of barrier properties. Available in multiple shapes and sizes – from round, square or rectangular; to oval, oblong or triangular – it is ‘designed to recycle’ paper can, providing a highly recyclable packaging solution, with robust barrier properties.

Sonoco’s GREENCAN® also features an integrated paper lid, so when empty, the whole package can go through the household paper recycling stream without any need to disassemble it. This makes it simple and convenient for the consumer and for the whole recycling process.

María Roldán, Technical Purchasing specialist at Chocolates Valor, points out that, with respect to the original packaging, Sonoco’s innovative GREENCAN® facilitates recycling for the consumer and notes: “Beyond compliance with the 2030 agenda, we strive every day to move towards more sustainable materials and to reduce our environmental impact throughout the production process.

The GREENCAN® packaging solutions is perfect for us. It’s fully recyclable, made mainly from cardboard and generates almost zero percent plastic waste, which ultimately contributes to reducing the company's environmental footprint.”

Chocolates Valor adds: "The new packaging is in line with Chocolates Valor's commitment to offer more sustainable and environmentally friendly products".

Speaking about how the customer base responded to GREENCAN®, Roldán notes: “Our consumers have reacted very positively to this change, above all because of the brand's commitment to a greater commitment to eco-design, focused on ensuring that our packaging meets the criteria of recyclability”.

David Vilanova, Sales Manager at Sonoco Consumers Europe, emphasises on the longstanding partnership between Sonoco and Chocolate Valor: “Over the years, our collaboration has been characterised by a shared commitment to core values, trust, and a relentless pursuit of excellence. Together, we aim to bring about positive change through sustainability, and we believe that our GREENCAN® technology is part of the key to achieving this goal.”

**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 Chocolates Valor**

Spanish chocolatier Chocolates Valor was established Valeriano López Lloret in 1881 and today has a team of around 250 employees. With an annual turnover of €127 million, the company manufactures around 21,500 tons of high-quality chocolate every year and it also produces chocolate-based snacks. [www.valor.es/en/](https://www.valor.es/en/)

For more information contact: [rharry@adcomms.co.uk](mailto:tplatt@adcomms.co.uk) Tel +44 (0)7747 235 616 or [SonocoCPE@sonoco.com](mailto:SonocoCPE@sonoco.com)   
[www.sonocoeurope.com](http://www.sonocoeurope.com/)