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New Pringles Tube Now Available in Ireland

*Kellanova Europe, in collaboration with Sonoco, is thrilled to announce the nationwide availability of the new recyclable Pringles tube.*

**Hockenheim, Germany –** A more eco-friendly Pringles tube has been launched to allow snackers to more easily pop the tube of their favourite crisps in with their household recycling. Now available nationwide, the paper-based tubes will replace the iconic Pringles can originally launched in the 1960s, which had a steel base.

The new tube is made from recycled paper and has a paper base, which means customers can put it straight in their home recycling bin. It has a plastic lid that can also be recycled. The paper-based tube has been rigorously tested by the company’s packaging experts to make sure it protects the iconic saddle-shaped crisps and keeps them fresh for 15 months, just like the original can.

The new paper-based tube was first introduced to retail outlets nationwide in August. This significant move, which has involved an investment of €100 million in new technology, follows the trial of a steel can in Italy in 2019 and a paper tube in the UK in 2020. The introduction of the more widely recyclable Pringles tube made from 90% paper is an important step towards Kellanova’s commitment to have all its packaging being recyclable, reusable and compostable by 2025.

**Sarah Ferguson, General Manger, Kellanova Ireland** - the company that owns Pringles - said: “We know people want to reduce their impact to the planet and it’s our responsibility to improve the recyclability of our packaging. We’ve worked hard to develop and test a more recyclable Pringles paper-based tube and we made significant investment in new technology to enable our factories to produce it. Not only is it widely recyclable but it keeps the chips fresh and tasty and protects them from breaking which helps to reduce food waste.”

**Seàn Cairns, President - Global Rigid Paper and Closures (RPC) at Sonoco**, worked with Pringles technical teams, to develop the new ‘designed for recycling’ 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 Pringles and we look forward to seeing how the new paper-based tube is received by the market. We hope the success of this project inspires other companies and brands to convert to more sustainable packaging.”

 **ENDS**

**About Sonoco**

With net sales of approximately $6.8 billion in 2023, the Company has approximately 21,000 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. Sonoco was named one of America’s Most Responsible Companies by Newsweek. For more information on the Company, visit our website at [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.