4th October, 2024

**Sonoco announces speaker and exhibitor presence at**

**Sustainability in Packaging Europe 2024**

*The company looks forward to being a Gold Sponsor of the prestigious event, which will unite more than 600 industry leaders, innovators and experts from across the packaging sector*

**Hockenheim, Germany** – Sonoco is pleased to announce that it is attending Sustainability in Packaging Europe 2024 as a Gold Sponsor. Hosted by Smithers, the event will take place in Barcelona from October 8-10, 2024. The conference is one of the largest events in Europe to focus exclusively on sustainable packaging; it will bring together more than 600 industry leaders, innovators and experts from across the packaging sector.

The event offers a platform for professionals in the packaging sector to network, share updates new and innovative solutions, and discuss strategies to advance sustainability across the packaging supply chain.

As a Gold Sponsor of Sustainability in Packaging Europe 2024, Sonoco looks forward to speaking at the event and showcasing its latest innovations.

As part of the conference programme, Skye Oudemans and Peter Görlitz, both Sustainability Managers at Sonoco Europe, will present Sonoco’s journey to packaging circularity, highlighting the story of one of its customers – a leading snack brand, which successfully converted the iconic Pringles tube from a metal-end package to a fully recyclable paper-based tube with a paper end. Oudemans and Görlitz will be joined by Gillian Kinsella, Public Policy and Government Relations Manager at Kellanova, who was involved in the project.

Oudemans comments: “We’re excited to participate in the upcoming Sustainability in Packaging Europe 2024 event. We’re committed to driving positive environmental impact with our packaging innovations. In addition, we look forward to helping even more businesses convert to paper-based packaging.”

Görlitz adds: “Our participation and presence at this prestigious event aligns with Sonoco’s long-standing mission to create and deliver sustainable packaging, as well as circularity, globally.”

At the event, Sonoco will also exhibit its new 95% paper-based can with a paper end, which is part of its recyclable EnviroCan® range, as well as its GREENCAN® and EnviroStick® packaging.

Part of the EnviroCan® range, Sonoco’s 95% paper-based can is designed for various markets such as snacks and powdered coffee products with a milk froth. The new packaging incorporates a specially designed paper-based end and an option to include a valve on the membrane for a degassing application which plays a crucial role in protecting products like cappuccino, ensuring a perfect pour every time, while maintaining the convenience that consumers love. The innovative award winning packaging solution, which is already in the market in some countries in Europe, is making a positive contribution to reducing packaging waste. It offers practical benefits, such as superior barrier properties that preserve the freshness and quality of the coffee, and a lightweight design for easy handling and transportation. Crucially, the new can meets the European and UK’s packaging regulations and is recyclable in existing systems across regions.

Recyclable by design, Sonoco’s rigid paperboard EnviroCan® can is made with recycled fibre and features a highly effective oxygen and moisture barrier layer. This assures food safety and preserves shelf-life, while ensuring ease of recycling through household paper and cardboard streams.

Sonoco’s GREENCAN® recyclable paperboard package 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.

*Join Sonoco and Kellanova as they present ‘The Journey to Circularity’ on 10October, 12:25pm.*

*See Sonoco’s latest paper-based packaging solutions including the 95% fully recyclable award winning Pringles tube on Stand 20.*

*Learn more about Sustainability In Packaging Europe 2024:* [*www.sustainability-in-packaging.com/sustainability-in-packaging-europe*](http://www.sustainability-in-packaging.com/sustainability-in-packaging-europe)

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**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 the speakers**

Skye Oudemans is Sustainability Manager Europe at Sonoco, supporting Sonoco’s external engagement activities in Europe. This includes representing Sonoco in trade associations and collaborative groups, monitoring and influencing policy and regulatory changes, and supporting business alignment and communications.

Peter Görlitz, Sustainability Manager Europe at Sonoco, aligns the packaging design in Sonoco with legal requirements and requirements of external stakeholders. This includes recycling trials, collaboration with technology providers and participation in trade associations. He integrates tools of sustainability in the operations of Sonoco and targets for the strategic orientation in the European business.

Gillian Kinsella is Public Policy and Government Relations Manager at Kellanova. Gillian joined Kellanova in June 2024 and focuses on the sustainability and circularity of Kellanova’s packaging across Europe. With over 10 years’ experience in policy and regulatory affairs, Gillian leads on packaging policy monitoring and external engagement for Kellanova, as well as supporting various cross-functional teams to deliver sustainable packaging solutions.

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