24th April 2025

**Sonoco Europe to make its debut at Vitafoods Europe 2025, showcasing its sustainable packaging solutions**

**Hockenheim, Germany –** Sonoco Europe is pleased to announce its debut at Vitafoods Europe, taking place from 20-22 May 2025 in Barcelona, Spain, solidifying its position as a packaging supplier in the health, nutrition and supplements markets. Visitors to the stand (4A56) will have the opportunity to see Sonoco’s GREENCAN® and EnviroCan® rigid paper packaging ranges, which were designed to help brands support the circular economy and use recyclable packaging solutions across their product lines.

With consumers becoming more environmentally and health conscious, brands in the nutrition and supplement sectors are prioritising clean-label products, responsibly sourced ingredients and recyclable packaging. Sonoco’s solutions enable businesses to meet these evolving expectations and reduce environmental impact without compromising product integrity. In addition, Sonoco is proud to support brands that want to communicate transparency and sustainability to their customers, reinforce trust and align with evolving industry standards.

Sonoco Europe is actively working with brands in the health, nutrition and supplement markets, demonstrating the effectiveness of its packaging solutions across multiple markets. One recent example is its collaboration with pet snack startup DoggyLove, where Sonoco’s GREENCAN® packaging was used to bring its organic, plant-based pet treats to the market. DoggyLove selected GREENCAN® because of its short delivery times, and its sustainability credentials which aligned with the brand values. DoggyLove’s collaboration with Sonoco highlights its commitment to providing innovative, recyclable packaging tailored to specific industry needs.

**About 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 the whole recycling process.

**About Sonoco EnviroCan®**

Sonoco EnviroCan® is a widely recyclable paper-based packaging solution made with up to 95% fibre. It features a highly effective oxygen and moisture barrier, ensuring product freshness and shelf-life longevity. Designed for easy recycling within household paper waste streams, EnviroCan® is an environmentally friendly choice for brands looking to enhance their sustainability credentials without compromising on performance.

Kieren France, Vice President Sales and Marketing Europe at Sonoco comments, “At Sonoco, we keep abreast of market demands and ensure our packaging solutions meet and support them. Currently, consumers are evermore mindful of both their health and the environmental impact of their purchases, and increased uptake in our paper-based packaging reflects this. We are looking forward to exhibiting at Vitafoods Europe 2025 for the first time and can’t wait to engage with industry professionals to showcase how our packaging solutions can help them boost their sustainability credentials.”

Visit Sonoco Europe at Vitafoods Europe 2025, on stand 4A56.

**ENDS**

**About Sonoco**

Founded in 1899, Sonoco (NYSE: SON) is a global leader in value-added, sustainable metal and fiber consumer and industrial packaging. The Company is now a multi-billion-dollar enterprise with approximately 23,400 employees working in 285 operations in 40 countries, serving some of the world’s best-known brands. Guided by our purpose of Better Packaging. Better Life., we strive to foster a culture of innovation, collaboration and excellence to provide solutions that better serve all our stakeholders and support a more sustainable future. Sonoco was proudly named one of America’s Most Trustworthy and Responsible Companies by Newsweek in 2025. For more information on the Company, visit our website at [www.sonoco.com](http://www.sonoco.com/).

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