27th May, 2025

**Sonoco Partners with NaturDrops to Revolutionise Sustainable, Functional Healthy Dog Snacks in GreenCan® Solution**

**Hockenheim, Germany –** Sonoco, a global leader in value-added sustainable metal and paper packaging, is excited to announce its partnership with [NaturDrops GmbH](http://www.naturdrops.dog/), a newly established family-owned company dedicated to delivering natural, high-quality, and sustainable dog snacks. This collaboration is a heartfelt tribute to our furry four-legged friends by providing an eco-friendly packaging solution that ensures both pet health and environmental responsibility.

NaturDrops is part of [Smart Food for Future GmbH](https://smartfoodforfuture.com/en/), with a current focus on the DACH region (Germany, Austria, Switzerland). The company is passionate about building strong brands in the functional food space, managing well-known names like LAYENBERGER international and ISOSTAR in Germany, while also developing innovative new concepts through agile teams. Their goal is to build meaningful sustainable brands that reflect the changing needs of their target audience. NaturDrops is your latest brand offering natural, functional dog snacks that can be used flexibly—depending on the desired effect—as a supplement to food, preventively, or to support existing conditions. These snacks are suitable for daily use, independent of the main feed, and provide dogs with valuable functional nutrients. NaturDrops was launched in May 2025 after twelve months of development.

Sonoco’s GreenCan® solution will support NaturDrops’ innovative range of functional dog snacks, blending sustainability with a modern design. NaturDrops was founded primarily by Michael and Tanja Weinand and combines expertise from the retail and healthcare sectors with a strong commitment to pet well-being.

The NaturDrops product range features functional snacks specifically designed to promote dog health — supporting skin and coat, digestion, dental hygiene, and natural tick protection, among other key areas of dog health. The innovative Soft Drops are made with sustainable insect protein and fibre-rich sweet potato and include carefully selected active ingredients tailored to each function. A special feature is the unique herbal macerate, a fermented extract made from over 50 selected herbs. It helps create optimal conditions for the gut, preparing it to absorb the nutrients contained in the product more effectively, while naturally supporting digestive health.

NaturDrops’ commitment to sustainability is evident in every aspect of their business, from ingredient sourcing to production. With Sonoco’s GreenCan® solution, the company ensures that its packaging is not only functional but also environmentally responsible. Sonoco’s GreenCan® is made from 96% paper, including 69% recycled paper, with the remaining 4% consisting of the barrier protection. This sustainable design helps minimise waste while maintaining the high standards of quality expected by NaturDrops' customers.

“The decision to use a sustainable packaging solution like GreenCan® was a natural fit for us, as our brand is built on the core values of naturalness, responsibility, and sustainability,” said Tanja Weinand, co-founder of NaturDrops. “From the name to the colours, imagery, and ingredients, everything revolves around the theme of nature. GreenCan’s high paper content and sustainable design give us the opportunity to make a bold statement, aligning perfectly with our brand culture.”

“Partnering with NaturDrops to provide innovative and sustainable packaging solutions for their healthy dog snacks is truly exciting for Sonoco,” said Dirk Karbach, German Sales Manager at Sonoco. “Our GreenCan® solution is a perfect fit for their commitment to both pet health and environmental responsibility, offering high-quality, eco-friendly packaging that aligns with their values. We are proud to be part of their journey in supporting our furry companions in the best way possible.”

NaturDrops represents a new era of pet care, offering snacks that are not only good for dogs but also good for the environment. With the support of Sonoco’s GreenCan® solution, NaturDrops is setting new industry standards by offering a healthy, sustainable alternative to traditional pet snacks—a perfect way to celebrate our furry four-legged friends.

For more information, visit: [www.naturdrops.dog](http://www.naturdrops.dog)

**ENDS**

**About NaturDrops**

Natural. Functional. Sustainable.

NaturDrops GmbH is a young, innovative family-owned company based in Basel, specialising in the development of high-quality, functional dog snacks. Founded in April 2025 by Michael and Tanja Weinand, NaturDrops combines modern pet health with natural nutrition — scientifically grounded and lovingly developed.

The NaturDrops Vision: Smart snacks with benefits.

In close collaboration with a team of veterinary experts, NaturDrops develops products that specifically promote the wellbeing and health of dogs — free from artificial additives and without compromising on quality or sustainability. The company places great importance on natural ingredients, gentle processing, and environmental awareness.

NaturDrops marks the beginning of a new era in healthy dog snacks — natural, sustainable, and developed with scientific expertise. Because dogs are more than pets: they’re family.

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**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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