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**Sonoco and Grands Moulins de Paris Celebrate 60 Years of the Iconic Francine Brand with Limited-Edition GreenCan Packaging**

*Marking six decades of Francine flour, this collaboration between Sonoco and Grands Moulins de Paris highlights sustainable innovation with the GreenCan® packaging.*

**Habsheim, France** – Sonoco, a global leader in value-added sustainable metal and fibre packaging, and Grands Moulins de Paris (GMP), a century-old miller and the market leader in terms of value in the supermarket flour sector with its Francine brand, are proud to celebrate the 60th anniversary of this symbolic brand. As part of this milestone, GMP is launching a limited-edition design of Francine’s flagship Suprême flour in Sonoco’s GreenCan® packaging, paying tribute to the brand’s heritage while reinforcing their shared commitment to sustainability.

Founded in 1929, Grand Moulins de Paris is proud to belong to the 10,000 farmers in north-eastern France who own the VIVESCIA cooperative group. GMP selects the best 100% French breadmaking wheat from its eight mills to produce quality flours and milling mixes for small-scale bakeries, the food industry, and supermarkets in France and abroad. GMP promotes French milling and baking expertise, notably through the iconic Francine brand. Its passion for taste and innovation is also passed on through the Paris Bakery and Patisserie School, which trains almost 450 students (young people and adults) every year.

To mark the 60th anniversary of the iconic Francine brand, Grands Moulins de Paris has launched an extensive 360° communication plan which began in February, including in-store activations, internally with all employees and staff and digital initiatives on social media channels, of the brand and of Grands Moulins de Paris. Additionally, the brand’s three flagship references including the Suprême flour packaged in Sonoco GreenCan® paper container, are available in limited editions, paying homage to the original graphic codes of the Francine brand. Sonoco is supporting the rollout of this limited edition.

In the 1980s, Francine was the first brand to launch a range of flours in rigid containers, with the iconic Farine Suprême, bringing greater convenience to the kitchen. More than four decades later, still true to its leadership role, the brand was already exploring solutions to limit its environmental impact. From this perspective, GMP chose Sonoco's GreenCan® solution, which made it possible to limit the environmental impact by promoting circular and responsible use of packaging materials, in line with GMP’s [sustainable development commitments](https://entreprise.grandsmoulinsdeparis.com/nos-engagements/demarche-rse/). With the Sonoco GreenCan® container, GMP combines robustness, practicality, recyclability, and re-use. GreenCan® is a solution designed as a fully recyclable paper-based, with up to 96% paper content and over 60% recycled materials.

**Guillaume Sireix, Director of Sonoco GreenCan Studio**, has a deep-rooted connection to the Francine brand. Having worked on the project for over 18 years, he continues the legacy of his father, Georges Sireix, who was instrumental in the development of GreenCan®. Reflecting on this journey, Guillaume shared: “Working on the Francine brand with my father was an incredible journey. His vision for sustainable, high-quality packaging lives on, and I’m proud to continue our partnership with GMP as we celebrate this major milestone.”

**Philippe Choquet, Sales Manager for Sonoco Consumer Europe**, added: “Grands Moulins de Paris has been a fantastic partner over the years, and we truly value the trust they place in us. The Sonoco GreenCan® solution perfectly aligns with GMP’s commitment to sustainability and premium quality. We’re excited to see the limited-edition Francine packaging come to life and look forward to many more years of collaboration.”

With over 96% recyclability and more than 60% recycled content, Sonoco’s GreenCan® is a testament to the company’s dedication to sustainable innovation. The limited-edition Francine Suprême flour packaging will be available in stores as part of the anniversary celebrations, offering consumers a nostalgic yet forward-thinking take on a beloved brand.

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**About Sonoco**

Founded in 1899, Sonoco (NYSE: SON) is a global leader in value-added, sustainable metal and fibre consumer and industrial packaging. The Company is now a multi-billion-dollar enterprise with approximately 28,000 employees working in 315 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 Responsible Companies by Newsweek. For more information on the Company, visit our website at [www.sonoco.com](http://www.sonoco.com).

**About Grands Moulins de Paris**  
Founded in 1929, Grands Moulins de Paris is a leading French miller and part of the VIVESCIA cooperative group. The company produces premium flours and milling mixes, for artisanal bakeries, the food industry, and mass retailers throughout France and internationally. GMP promotes French baking expertise and is committed to protecting our environment through its [sustainable development approach](https://entreprise.grandsmoulinsdeparis.com/nos-engagements/demarche-rse/).

Visit: <https://www.grandsmoulinsdeparis.com/>

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