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**Lorenz snaps up Sonoco’s paper-end can for its Crunchips Stackers**

*Snack brand chooses Sonoco packaging to improve recyclability, promote circularity and support its sustainability goals*

**Hockenheim, Germany** – With the Crunchips Stackers, the popular Crunchips family from Lorenz Snack-World is growing – now in a rigid paper can with a paper bottom from Sonoco. The new packaging, which has been certified as 88% recyclable by Circular Analytics in Germany, has been available in Germany since May 2025 and represents a significant step in Lorenz's efforts to introduce more sustainable primary packaging. The paper-based can has been designed to be easier to recycle while ensuring the quality and durability consumers expect.

Lorenz Snack-World is an independent family-owned company and, with around 3,000 employees, is one of the leading suppliers in the European snack market. Lorenz's range includes potato chips, peanut puffs, pretzel sticks, crackers and nuts. As a family-owned company, Lorenz has always taken a long-term view and takes responsibility – for the high quality of its products, for sustainable management and for future-oriented development.

The specially developed paper-based snack can, designed for Crunchips Stackers, sets new standards in sustainability and recyclability for Lorenz. Unlike other conventional snack cans, it contains no aluminium foil in the inner liner and no metal base. Thanks to its innovative design, the paper-based can achieves an impressive 88% recyclability, as certified by Circular Analytics. A specially designed protective layer on the inside ensures the chips remain fresh and crispy, offering the same product protection without compromising on environmental performance. With the launch of Crunchips Stackers in this new packaging, the brand reinforces its commitment to more sustainable packaging solutions.

Julia Gieser, Senior Brand Manager at Lorenz, explains: “Crunchips Stackers is the ideal product to present our packaging innovations to a wide audience. With the launch of a recyclable paper-end can under this brand, we are reaffirming our commitment to sustainability while meeting consumer expectations for high-quality, tasty snacks.”

“The snack can with a paper-end has been available in Germany since May 2025. Its development is the result of more than three years of close collaboration between the Lorenz and Sonoco engineering teams.” Our partnership with Sonoco was crucial in bringing this product to life,” adds Julia. “The technical expertise and comprehensive support throughout the development process have enabled us to translate our sustainability goals into a tangible solution.”

For Sonoco, the collaboration represents another milestone in the development of paper-based packaging innovations. Peter Görlitz, Sustainability Manager Sonoco Europe, says: “Lorenz's decision to use our paper-end can for the Crunchips Stackers shows their clear commitment to responsible packaging. It's a great example of how paper-based solutions can help brand owners make real progress on recyclability while supporting the circular economy.”

Lorenz continues to explore alternative materials as part of its "Reduce, Recycle, Replace" strategy. Julia comments: “We are working hard to reduce the use of materials overall and plastic in particular. We are constantly testing more environmentally friendly materials that ensure product protection and meet our high-quality standards. We are doing everything we can to increase the recyclability of our primary packaging. And since recyclable packaging must also be disposed of correctly, we are committed to educating consumers in Poland, Germany and Austria about recycling and motivating them to support the recycling process.”

The launch of the Crunchips Stackers continues to support Lorenz's efforts to reduce the environmental footprint of its packaging portfolio and lead by example within the industry.

Peter says: “We are delighted to introduce the Crunchips Stackers in Sonoco’s paper-end can. Lorenz's commitment to innovation and sustainability aligns perfectly with our own, and this project was a great opportunity to put our shared values into action. We are proud to have delivered a solution that meets their sustainability goals without compromising on quality and look forward to a continued successful partnership with Lorenz.”

**END**

**About Lorenz**

Lorenz Snack-World is an independent family-owned company and, with around 3,000 employees, is one of the leading suppliers in the European snack market. The range includes potato chips, peanut flips, pretzel sticks, crackers and nuts, among others. Well-known brands such as Crunchips, Peanut Curls, Saltletts, NicNac's and Naturals inspire just as much as innovations, e.g. the Saltletts PausenCracker. As a family-owned company, Lorenz has always taken a long-term view and takes responsibility – for the high quality of its products, for sustainable management and for future-oriented development. Further information: [lorenz-snacks.de](https://lorenz-snacks.de/)

**About Sonoco**

Founded in 1899, Sonoco (NYSE: SON) is a global leader in high-quality, sustainable consumer goods and industrial packaging made of metal and fiber. Today, the company is a billion-dollar corporation with around 23,400 employees in 285 offices in 40 countries and supplies some of the world's best-known brands. Guided by our goal "Better Packaging. Better Life.", we foster a culture of innovation, collaboration, and excellence to provide solutions that better serve all stakeholders and support a more sustainable future. Sonoco was recognized by Newsweek as one of America's most trusted and responsible companies in 2025. For more information, see [www.sonoco.com](http://www.sonoco.com/).

**Contact:**  
[rharry@adcomms.co.uk](mailto:rharry@adcomms.co.uk)  
Tel +44 (0)7747 235 616

[SonocoCPE@sonoco.com](mailto:SonocoCPE@sonoco.com)  
[www.sonocoeurope.com](http://www.sonocoeurope.com/)