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**Vetain Champions Sustainable Packaging with Sonoco’s Eco-Friendly, paper-based GreenCan® solution**

**Hockenheim, Germany –** Vetain GmbH, a rapidly growing start-up company that manufactures vegan protein powder and supplements, has switched its packaging to Sonoco’s GreenCan® with a paper-end. Made with at least 96% paper content, the solution serves as a more recyclable and circular packaging alternative to the rigid paper can with metal-end that Vetain previously used for its protein powders.

Vetain was founded in 2021 by young entrepreneur athletes Luca Gruber and Philipp Riedl, who were on the lookout for a vegan and tasty alternative to protein powder. They developed the company’s products to align with its three core values: quality, transparency and sustainability.

Based in Germany, the vegan health foods firm’s product offering includes protein powder, protein bars, nut butters, toppings and supplements. With more than 200,000 customers across Europe, and a team of 23 employees, Vetain is already achieving an annual turnover of €20m.

With sustainability a core value of Vetain, Luca and Philipp knew right from the start that they wanted to take responsibility for the environment and planet and not create extra waste. Wanting to ensure that the packaging for their products was as environmentally friendly as possible, they looked for a manufacturer with similar values to their own.

Vetain and Sonoco began collaborating in 2023 when Vetain wanted to move its packaging to a full paper solution. Two years later, seeking an even more sustainable paper-based option, Vetain switched to GreenCan® with a paper-end.

The Sonoco GreenCan® with a paper-end is fully recyclable within the paper stream and meets Europe’s recycling requirements. Vetain’s protein powder and other powder-based products, packaged in Sonoco’s GreenCan® with paper-end, is now available in the German market.

Philipp Riedl, co-founder and CEO of Vetain, comments: “As former athletes, it was clear to us when launching Vetain, that we wanted to offer a high-quality and great tasting alternative to the additive-packed products already on the market. The supplement market is very competitive, therefore, having a brand with sustainability at its core – from product to packaging – is a big USP for us. Our packaging needed to demonstrate this. Being able to use fully recyclable packaging for our protein powders and other powder-based products supports our brand perception, and many of our customers have praised our new paper-based packaging.”

For Sonoco, this partnership demonstrates its commitment to working with brands looking for highly sustainable and recyclable packaging.

Oliver Kock, Senior Sales Manager for Sonoco Consumer Europe, comments: “Initially, Vetain started out using GreenCan® with a metal end. However, after the Vetain team expressed its clear commitment to sustainability and keeping its ecological footprint as small as possible, the company started using GreenCan® with a paper-end, ensuring its customers can recycle the entire can.”

He continues: “Vetain is a great example of young entrepreneurs looking to make a meaningful difference with its brand and packaging.”

For Vetain being sustainable and environmentally friendly doesn’t stop at its packaging. The company also has several other plant-friendly initiatives. For example, for every product purchased, Vetain plants two mangrove trees with its partner EdenProjects. By doing this, Vetain can offset some of the emissions produced by its orders. In addition to Vetain cutting out plastic and aluminium from its products, to ensure even less waste ends up in the oceans, it also donates 10 cents per order to partner Cleanhub – an NGO that collects plastic from rivers and the sea.

**ENDS**

**About Vetain**

Founded in 2019, Vetain GmbH is a Munich-based e-commerce startup dedicated to creating healthy and sustainable sports nutrition products. The company specializes in customizable, plant-based protein powders and is committed to expanding its offerings with innovative, high-quality food and nutritional supplements. Vetain emphasizes transparency, sustainability, and high-quality ingredients in their products, which are developed and manufactured in-house. Guided by its mission to cultivate tomorrow’s nutrition, Vetain is helping to shape the future of sustainable agriculture. For more information, visit [www.vetain.de](http://www.vetain.de).

**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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