

pladis & Sonoco's Paper
Container with Paper Bottom



SUCCESS STORY

pladis



Snack, Recycle, Repeat—

pladis Adopts
Paper-based
Snack Packaging

SONOCO
SUSTAINABILITY

THE CHALLENGE

pladis, a global snacking company behind some of the U.K.'s most iconic brands has a mission to reduce its environmental impact by making all its packaging recyclable, reusable or compostable by 2025. One step towards achieving that mission meant finding a fully recyclable caddy with medium to high barrier properties for the much-loved Jacob's Mini Cheddars, Cheeselets, Cracker Crisps and Twiglets.

THE SOLUTION

A longstanding relationship with Sonoco led pladis decision makers to talk to Sonoco about more sustainable packaging solutions, starting with recyclable caddies for snacks. Sonoco's new paper container with paper bottom (PB) was the perfect fit for pladis.

The paper container is made from recycled paper fibre, all inks and adhesives are water-based, and all materials used in the packaging are easily separable within the recycling process. The U.K. requires at least 85% paperboard* to accept packaging in the paper waste stream, and this paper-based packaging format exceeds that requirement as it is made of 95% paperboard. Shoppers will now be able to dispose of all empty Jacob's caddies via U.K.-wide kerbside recycling collections. Christopher Owen, Marketing Controller at pladis U.K. and Ireland, said the paper container is a win for pladis, consumers and the environment.

"The container is made with recycled, recyclable and renewable fibres—making it a responsible choice from the beginning to the end of its life cycle—perfect for what we're looking to achieve as a brand, and it helps consumers make a more sustainable snack selection," Owen said.

Interested in learning more about how Sonoco can help you with your sustainability efforts? Contact us at SonocoCPE@sonoco.com today!

*The U.K. currently requires at least 85% paperboard to accept packaging in the paper waste stream, with a plan to increase to 90% required by 2023. This paper-based packaging format exceeds that requirement as it is made of 95% paperboard.



SEARCH FOR RECYCLABLE PACKAGING TO MEET BRAND GOALS

PAPER-BASED PACKAGING EXCEEDS U.K. COLLECTION REQUIREMENTS

RESPONSIBLE CHOICE FROM BEGINNING TO END OF LIFE CYCLE

The paper container is part of Sonoco's EnviroSense® portfolio of more sustainable packaging. The portfolio is full of innovative options that span multiple packaging formats. It's one example of Sonoco's dedication to work with partners, just like pladis, to help them reach their unique sustainability goals.

ABOUT THE COMPANIES

pladis is one of the world's leading snacking companies. pladis is the proud steward of more than 300 years' baking and confectionery experience with a global workforce that spans 25 factories in 11 countries.

Sonoco, a 120-year-old packaging provider, specializes in all types of packaging, including rigid paper containers, flexible and rigid plastic for the food industry.