



OneDayMore and Sonoco **SUCCESS STORY**

Sonoco's Paper Container Switch
Supports Sustainable Mission and Mindset

THE CHALLENGE

European breakfast foods provider OneDayMore built success on the basics. Their muesli, oats and granolas boast all-natural, high-quality ingredients, free from additives or artificial flavors. This passion for healthy, easy-to-prepare meals goes well beyond commitments to nutrition.

Over the years, OneDayMore has taken more steps to support environmental stewardship with plans to use paper packaging for all products in all markets by 2024. To support them, Sonoco worked to convert their existing metal-end containers to a new, consumer-driven, value-added solution.

THE SOLUTION

Sonoco had been providing metal-end containers to OneDayMore since 2016. Even though the packaging met performance goals, consumer recycling didn't always make the mark. In 2020, the Confederation of European Paper Industry reported a 74% paper recycling rate - close to the practical maximum recycling rate of 78%. This shows paper is more likely to wind up in recycling bins.

Appealing to consumer perception, Sonoco delivered a new paper bottom paper container despite fluctuating production plans. The new packaging product, made from 100% recycled fibers, is now in 13 European markets served by OneDayMore.

"We wanted to use the most environmentally friendly raw materials, while also ensuring consumers have no doubts about recycling," said OneDayMore Procurement Director Wojciech Mlodawski. "Sonoco was very professional in terms of the product quality, delivery timings and customer service. We also appreciated their flexibility with varying production timings and volumes," said Mlodawski.

OneDayMore hopes to integrate the new paper container into more markets over the next few years with goals to convert their entire line by the end of 2024.

ABOUT THE COMPANIES

OneDayMore is a group of passionate people who have turned their love for healthy eating into a business idea. The Company creates muesli, porridge, and granola from scratch with tested ingredients and verified origins. Because OneDayMore is not just a company, it is a way of life, created in 2016 to support others in important dietary resolutions. For more information, visit onedaymore.uk.

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

Switched existing packaging product to achieve bold sustainability goals

New Paper Container appeals to consumer perception while maintaining design and performance standards

Increased chances of consumer recycling with paper-based product solution



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