

pladis & EnviroCan™ 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 UK'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 EnviroCan™ container with paper bottom (PB) was the perfect fit for pladis.

The EnviroCan PB 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 UK 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 UK-wide kerbside recycling collections. Christopher Owen, Marketing Controller at pladis UK and Ireland, said the EnviroCan PB 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](mailto: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 EnviroCan PB 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.