



DoggyLove and Sonoco

SUCCESS STORY

A Sustainable Start: DoggyLove Partners with
Sonoco for Recyclable Pet Food Packaging

THE CHALLENGE

After more than 70 years as a respected German butcher, a family-run business made a purposeful shift in 2023 to launch a new brand of all-natural dog treats called DoggyLove. Their beloved dog Peggy's health struggles in her final years inspired a deep-rooted commitment to pet wellness.

Built on the premise of using only high-quality ingredients, the packaging selected by DoggyLove needed to reflect its values and brand beliefs, supporting not only animal health but also environmental sustainability. While the founders initially explored options in Asia, they quickly realised the potential for longer lead times and supply chain uncertainties. After months of research, they turned to Sonoco—an experienced global packaging leader with a strong presence in Europe—to deliver a sustainable outcome.

THE SOLUTION

The Sonoco team worked closely with DoggyLove founders to test, refine and customise a tailored solution—balancing sustainability, shelf-life and standout branding potential. In 2025, the product officially went to market in GREENCAN® packaging, Sonoco's widely recyclable paper-based solution.

GREENCAN packaging is made of 92-98% paperboard with optional barrier coatings that protect against moisture, oxygen and other environmental factors. The version for DoggyLove contains 96% paper, including 69% post-consumer recycled content with a specialised liner to help preserve the contents.

Visually, GREENCAN packaging gives brands like DoggyLove a bold canvas to share their brand, with full-colour print capabilities that maximise retail presentation and consumer engagement.

DoggyLove Owner Christopher Wirth described GREENCAN solution as “unlike anything” his team had seen, appealing “on multiple levels because of the short delivery time and sustainability credentials, which are not only ethically important but also very important to customers,” said Wirth.

Available in a range of formats—from round and rectangular to oval and oblong—GREENCAN packaging is fully recyclable, including its integrated paper lid. Once empty, the entire container can be placed in the household paper bin—no separation needed.

This product reflects a wider shift in the pet food market where brands increasingly favour recyclable, fibre-based alternatives over traditional plastic. As expectations rise among eco-conscious pet owners, solutions like GREENCAN packaging offer a way to align values with consumer demand as in the case of DoggyLove where customers have praised GREENCAN solution for offering both quality and convenience.

ABOUT THE COMPANIES

DoggyLove manufactures high-quality veterinarian-approved canine snacks that combine health, joy and well-being for happy dogs and satisfied owners. For more, visit: doggylove.de

Sonoco, a more than 125-year-old packaging provider, specialises in all types of packaging including rigid paper containers for food, beverage, pharma, cosmetics and pet treat industries. Learn more: sonocoeurope.com

New pet treat producer needed sustainable packaging to align with brand philosophy

With 96% paper, GREENCAN® solution provides barrier coating, full recyclability and branding options

New packaging prompts positive customer reviews and increases the recyclability potential



For more information contact:
sonococpe@sonoco.com