



NaturDrops and Sonoco

SUCCESS STORY

Sustainable Launch: NaturDrops Partners with Sonoco to Package a New Era of Pet Well-Being

THE CHALLENGE

In May 2025, entrepreneurs Michael and Tanja Weinand combined their backgrounds in pharmaceuticals and passion for animal health to launch NaturDrops GmbH—a science-backed line of all-natural, personalised dog treats using ingredients like sweet potato and insect protein to promote canine health and environmental well-being.

With a brand built on nature, responsibility and sustainability, NaturDrops needed packaging to reflect their mission. That meant more than just eco-friendly credentials; the solution they chose had to keep their product fresh, resonate with eco-conscious pet owners and stand out in a highly competitive field.

After extensive research, the team turned to Sonoco, a global packaging leader with a strong European footprint and proven record of helping pet brands launch successfully with paper-based solutions.

Pet snack startup needs sustainable packaging to launch new product in-line with health and wellness brand mission

Sonoco's GREENCAN® solution allows shelf-stable performance and environmental responsibility with fully recyclable 96% paper content

New packaging provides branding and functionality to breakthrough on-shelf and resonate with customers

THE SOLUTION

Months of collaboration led to GREENCAN® packaging, a fully recyclable paper-based container with 96% paper—69% of which comes from post-consumer recycled content. The integrated paper lid and high-barrier structure offers the best of both worlds: shelf-stable performance and end-of-life recyclability.

“From the name to the colours, imagery and ingredients, everything revolves around the theme of nature,” said Tanja. “GREENCAN packaging’s high paper content and sustainable design give us the opportunity to make a bold statement, aligning perfectly with our brand culture.”

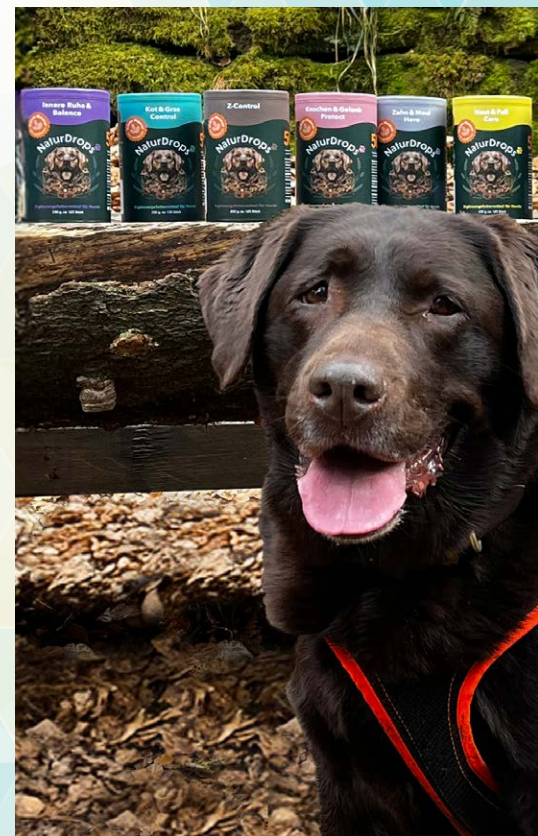
Visually, the GREENCAN solution gives NaturDrops the branding flexibility needed to break through on-shelf—from vibrant nature-inspired artwork to a premium, resealable finish that reassures responsible choices. This positions them as a category innovator and sustainability disruptor, all while promoting their long-held commitment to the health of our pets and planet.

Learn more about sustainable solutions: sonocoeurope.com/consumer-packaging/rigid-paper-containers-and-closures/

ABOUT THE COMPANIES

Founded in April 2025, **NaturDrops GmbH** is a young family-owned company based in Basel, operating under Smart Food for Future GmbH functional food conglomerate. NaturDrops provides high-quality, functional dog snacks combined with modern pet health and natural nutrition—scientifically grounded and lovingly developed. For more, visit: www.naturdrops.dog

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



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