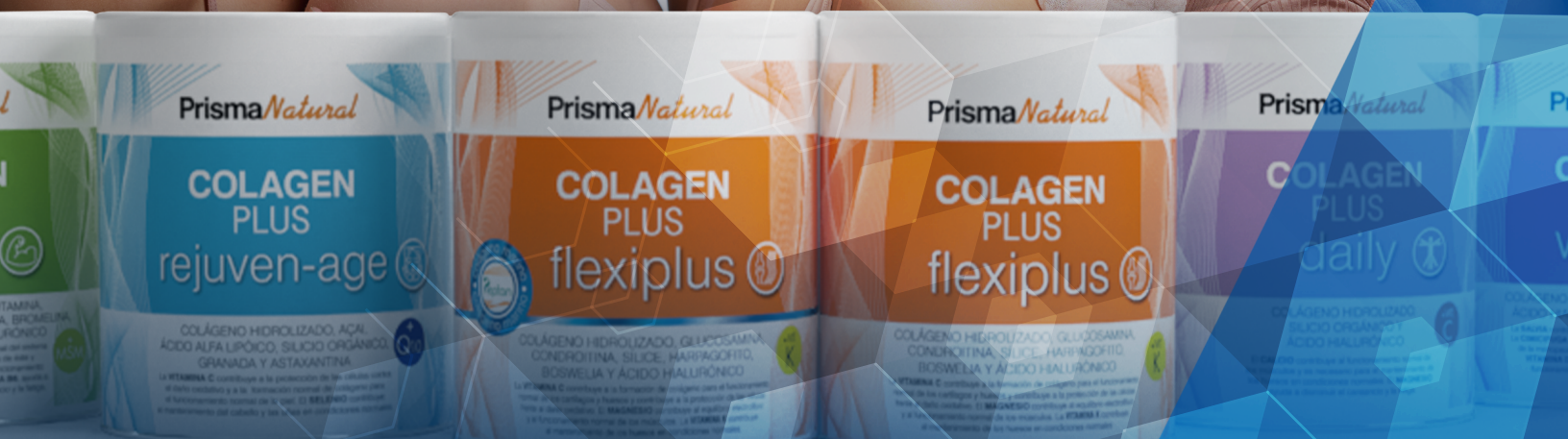




Laboratorios Best Medical and Sonoco SUCCESS STORY

**Sonoco GreenCan®: A Packaging Solution
Designed for the Collagen Market**

THE CHALLENGE

As one of the first wellness brands to introduce collagen-based powders to the Spanish and Portuguese markets 30 years ago, **Laboratorios Best Medical** has built a strong reputation for innovation and quality. With demand for sustainable packaging on the rise and the tenth anniversary of its flagship **Colagen Plus** — the company set out to transition from flexible plastics packaging to a more circular solution aligned with its long-term commitment to product longevity and environmental health.

THE SOLUTION

In close collaboration with Sonoco's packaging experts, **Laboratorios Best Medical** relaunched *Colagen Plus* in the new **GreenCan®** container with a metal end. The move highlights the company's commitment to the continued rise in demand for collagen, commonly used as a lifestyle and wellness supplement.

A global packaging leader with experience in the nutrition and supplement industry, Sonoco offers customisable shapes, sizes and barrier properties for a wide range of brands. GreenCan packaging supports strong environmental and performance objectives without compromising on design and/or aesthetics.

"This packaging not only improves our brand's carbon footprint compared to the traditional collagen pack format, but it also does so without compromising the quality or safety of the product in any way," said María Martín, Chief Marketing Officer at Laboratorios Best Medical. "From the very beginning, Sonoco understood our needs and was fully committed to the project. Their proactive, decisive approach made all the difference," said Martín.

Nutrition and supplement provider desires to transition from flexibles packaging to a paper-based solution supportive of its brand values

Sonoco's GreenCan® promotes high fibre content with tailored design solutions for flagship collagen supplement product

New packaging scores well in audits and helps company achieve key certification toward broader sustainability goals



THE RESULT

Sonoco's GreenCan achieved strong results in recent audits, contributing to **IFS ESG Certification** — a key milestone in **Laboratorios Best Medical's** broader sustainability roadmap. This certification reflects comprehensive progress across environmental, social and governance criteria, underscoring the company's commitment to continuous improvement and responsible growth.

Learn more about **Laboratorios Best Medical's** sustainability initiatives at [here](https://www.sonocoeurope.com/consumer-packaging) and for more on Sonoco's innovative packaging solutions, visit [sonocoeurope.com/consumer-packaging](https://www.sonocoeurope.com/consumer-packaging).

ABOUT THE COMPANIES

Laboratorios Best Medical stands as a premier Spanish institution dedicated to the research, development and manufacturing of food supplements, functional foods and self-care products promoting human health and wellness. The company is recognised as a pioneer for its innovation and leadership in developing natural products designed to support healthier, more balanced lifestyles. Visit laboratoriosbestmedical.com to learn more.

Sonoco, a more than 125-year-old packaging provider, specialises in all types of packaging including metal and paper containers for food, snacks, beverage, pet, pharma and cosmetics. For more: [sonocoeurope.com](https://www.sonocoeurope.com).



For more information, contact:
sonococpe@sonoco.com
or visit [sonocoeurope.com](https://www.sonocoeurope.com)