



# Vetain GmbH and Sonoco

# SUCCESS STORY

Strong Sonoco Packaging  
for Strong Vegan Protein Powder

## THE CHALLENGE

Vetain GmbH, a German e-commerce start-up founded in 2019, creates healthy, sustainable and high-end vegan nutrition products and supplements.

Built on values of sustainability, transparency and performance, Vetain set out to challenge a crowded market often dominated by additive-packed plant-based products. They needed a container strong enough to protect its products, whilst fully recyclable to meet Europe's evolving sustainability standards. They had already used Sonoco's rigid paper metal-end container but sought to take the next step and further advance towards a fully paper-based, circular solution.

## THE SOLUTION

Through its long-standing collaboration with Sonoco, Vetain transitioned to the all-paper GreenCan®.

Comprising at least 96% paper, the majority of which comes from post-consumer recycled content, GreenCan® offers a highly sustainable, widely recyclable solution, fully accepted in Europe's paper stream per the region's recycling requirements.

***"As former athletes, it was clear to us when launching Vetain, that we wanted a high quality and great tasting alternative to the additive-packed products already on the market. The supplement market is extremely competitive, therefore, having a brand with sustainability at its core – from product to packaging – is a big USP for us," said Philipp Riedl, co-founder and CEO of Vetain.***

The new packaging strengthened Vetain's brand, resonating with environmentally conscious consumers with a clean, minimalist design appealing to younger, Generation Z consumers as well who value brand stories and experiences over mere functionality and performance.

With a fresh look and added sustainability, Vetain further extended its brand story by:

- Offering more 'on-the-go' flavor choices that mix well with just water instead of milk to provide a more sustainably sourced vegan alternative.
- Planting two mangrove trees for every product sold (in partnership with EdenProjects).
- Donating €0.10 per order to Cleanhub to collect plastic waste from rivers and oceans.

Their integrated approach has contributed to increased demand and strong consumer loyalty, aligning environmental responsibility with business growth.

Learn more about Vetain below and for more on the Sonoco GREENCAN, visit [sonocoeurope.com/consumer-packaging/rigid-paper-containers-and-closures/greencan/](https://sonocoeurope.com/consumer-packaging/rigid-paper-containers-and-closures/greencan/)

## ABOUT THE COMPANIES

**Vetain GmbH** is a Munich-based e-commerce startup dedicated to creating healthy and sustainable sports nutrition products. The company specializes in customizable, plant-based protein powders and is committed to expanding its offerings with innovative, high-quality food and nutritional supplements. Vetain emphasizes transparency, sustainability and high-quality ingredients, developed and manufactured in-house. For more: [www.vetain.de](https://www.vetain.de)

**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://sonocoeurope.com)

**Sports nutrition start-up looks to advance sustainability goals by converting to all-paper container packaging solution**

**Sonoco GreenCan® solution enhances recyclability with 96% paper content with a clean design appealing to younger Gen Z consumers**

**New packaging supports brand perception and resonates with environmentally conscious consumers as well as younger demographic**



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