

Sonoco provides composite cans to package "Fit for Fun" biscuits by Hans Freitag

April 14, 2016 9:33 AM ET

Hockenheim, 14. April 2016. Superfood meets snack: Hans Freitag cookie and waffle bakery, located in Verde, Germany, relies on carefully selected ingredients for its latest biscuit creation. It was developed in collaboration with "Fit for Fun" wellness magazine and has been introduced to the market in Sonoco's enclosable 150 gram composite can. Thanks to the handy reclosing lid, the healthy snack retains its freshness for a particularly long time and provides maximum convenience.

The name says it all. The new multi-grain biscuits show that biscuits can be tasty and beneficial to health – thanks to the "magic ingredient" superfoods. Superfoods are a big trend, particularly for health-conscious eaters and vegans. They can be used in many different ways: as mix-at-home food additives, the so-called superfoods refine shakes or cereals – or satisfy the occasional little craving between meals.

Their use in convenience products like energy bars or biscuits, however, is comparatively new. With its "Fit for Fun" biscuit creations, Hans Freitag is one of the first in this segment to combine superfoods and biscuits to a modern snack. Since January 2016, "Fit for Fun" biscuits are commercially available in the varieties "Chia Seed & Hemp Seed", "Cocoa Bean & Almond" and "Linseed & Sour Cherry". In terms of packaging, the baked goods specialist from Verden with its 350 employees and an annual turnover of approximately 60 million euros, decided to use Sonoco's composite cans. The "Fit for Fun" biscuits' packaging is manufactured at Sonoco's site in Lübeck, and delivered to Hans Freitag, where they are filled and sealed.

Maximum guarantee of freshness and aroma

Foods with special storage requirements need the right type of packaging: "Guarantee of freshness and aroma and optimal product protection are important for lifestyle products. Our composite can ensures both, and additionally offers maximum convenience to our customers," says Rolf Regelman, Sales Director at Sonoco Europe.

This is ensured by the composite can's multilayered sidewall. The can is 130 millimeters tall with a diameter of 83 millimeters. A thin aluminum inner liner and a tamper-evident closure made of aluminum membrane ensure excellent barrier properties. Additionally, a snap lid makes sure the can is reclosable at any time after initial opening. The product is not only kept fresh for much longer. The snap lid also makes the can the ideal packaging solution for on-the-go snacking of small portions. Consumers also prefer composite cans as one of the most popular types of snack packaging. Sonoco is the leading global provider of these modern and rigid packaging solutions, and continuously invests in their development.

Attention at point-of-sale

The handy composite can not only scores high compared to other packaging solutions in terms of convenience and product safety. "Compared to solutions like bags and pouches, the composite can has a stronger shelf appeal. Its attractively labeled exterior makes for an eye-catching presence at point-of-sale," Regelman explains. The laminated all-around label provides a wide range of possibilities for individual designs and decoration, benefiting brand management. The label design can be changed quickly and cost-effectively. This makes the composite can particularly suited for temporary promotional activities and product launches, like Hans Freitag's biscuits. It enables the producer to realize small batches cost-effectively, while switching to new formats and filling levels without any additional costs.

About Sonoco Europe

Sonoco's more than 70 operations in Europe provide customers with solutions in Global Rigid Paper and Closures; Global Plastics; Packaging Services and Graphics Management. Offering a range of packaging materials, packaging services, technical disciplines, material science and manufacturing capabilities, Sonoco takes a holistic approach to providing customized solutions that meet our customers' unique needs. To learn more, visit www.sonocoeurope.com.

About Sonoco

Founded in 1899, Sonoco is a global provider of a variety of consumer packaging, industrial products, protective packaging, and displays and packaging supply chain services. With annualized net sales of approximately \$5.0 billion, the Company has 20,800 employees working in more than 330 operations in 34 countries, serving some of the world's best known brands in some 85 nations. Sonoco is a proud member of the 2015/2016 Dow Jones Sustainability World Index. For more information on the Company, visit our website at www.sonoco.com.

Media contact

Communication Harmonists GmbH & Co. KG

Thorsten Diehl

Poststraße 48

D-69115 Heidelberg

Tel: +49 6221 90574-14

Fax: +49 6221 90574-11

sonoco@commha.de

www.commha.de