



SONNENTOR: We are undressing

The organic pioneer starts 2020 by innovating their packaging. Thanks to improved aroma protection tea bags, the foil made of wood pulp that used to cover the tea boxes has become unnecessary. This is great news for the environment as it saves around 20,000 kg of packaging material per year.

“The packaging of our products has been an important topic for us from the start. Our aim is to protect our valuable teas and spices as best as possible - but always with the environment in mind”, explains SONNENTOR founder Johannes Gutmann. As early as 2008, SONNENTOR started using packaging materials made from renewable resources such as wood. In 2016, SONNENTOR employed a designated manager who is constantly seeking to improve our packaging. "So far, 70 percent of our packaging is from renewable sources", Gutmann emphasizes, adding that "Now it's time for the next step: reduction. Thanks to new innovative packaging, we can save thousands of kilograms of material. We are happy about that and, of course, so is the environment!”

Our new tea bag scheme

Our double chamber tea bags used to contain an aroma protection layer made of polypropylene. As of now, this layer will be replaced by an improved barrier made of wood foil. Thanks to the improved aroma protection, no additional aroma seal foil is required for the outside of the tea boxes. Further, with the use of thinner paper for the bags, our paper consumption is reduced by a further 22,000 kg annually. The printing colours for the new bags are also compostable.

More ideas for reducing our waste

From now on, the transport cartons for all our tea boxes come from responsible forestry. Further, bestsellers like turmeric, pepper and oregano are already wrapped in a 30% thinner wood foil. There is also a change in the tin boxes. The viewing window made of PET is no longer required for the new packaging. This saves waste and improves product protection.

Packaging campaign to start in February

"It is important for us to give our fans a transparent insight into what we do and to speak openly about the disposal of our packaging. For this reason, we are starting to focus on this topic in February. In line with the slogan, 'Finally, a clean-up for the better', the SONNENTOR

team has designed this year's BIOFACH presence in Nuremberg. This renowned organic trade expo is the perfect place to make a statement for more transparency in packaging in the food sector.

Information about the packaging changes at SONNENTOR:

www.sonnentor.com/verpackung

About SONNENTOR

The SONNENTOR Herb company was founded by Johannes Gutmann in 1988. The aim was to source local organic products and market them nationally and internationally. The logo with the laughing sun was born. Fair payment, respectful relations with all partners and the focus on natural life cycles are the company's corporate philosophy. Today, the company is still based in Sprögnitz near Zwettl and has 330 employees in Austria and 150 in the Czech Republic. The SONNENTOR “family” currently has around 1,000 farming partners worldwide. More information at: www.sonnentor.com

For enquiries please contact:

SONNENTOR Krauterhandels GmbH

Marie-Theres Chaloupek

Tel .: +43 (0) 2875/7256

Email: marie-theres.chaloupek@sonnentor.at