

RENATURE® Honeycomb: Customized Shock Absorbers with Starch Booster

RENATURE® Honeycomb

Storopack's new RENATURE® Honeycomb packaging solution offers extraordinary protective properties and can be fully recycled alongside paper.

Metzingen, November 2025. With its RENATURE® Honeycomb protective packaging, which combines honeycomb panels with shock-absorbing cushions made from vegetable starch, Storopack has launched an innovative product that's setting new benchmarks – for an effective, recyclable, and resource-efficient alternative to conventional solutions based on EPS or cardboard. Interzero has certified the product's recyclability in accordance with the CEPI method, confirming that RENATURE® Honeycomb fulfills the requirements of the EU's PPWR Directive. The solution is a hit with end customers, in particular, as it can be disposed of with ease alongside other paper packaging.

The patented solution features a honeycomb-shaped paper core embedded between two layers of vegetable-based foam. These protective cushions can be shaped for a perfect fit, offer targeted edge protection, and reliably absorb impacts – even when it comes to heavier goods like household appliances. The integrated starch booster also protects surfaces from abrasion and scratches.

RENATURE® Honeycomb offers better performance than simple cardboard honeycomb panels, with a lighter 3D design that enables faster folding and relies on water alone for adhesion, rather than hot-melt adhesive or plastic adhesive tape, which saves time and greatly simplifies the packaging process.

Focus on Sustainable Solutions

The solution is also setting new environmental standards. Compared to conventional honeycomb panels, RENATURE® Honeycomb not only requires 43% less water and 38% less resources, but also emits 32% less CO₂ emissions.

The starch used in the solution comes from yellow peas, a rotation crop in the agricultural industry. While protein is extracted from the peas for the food industry, the remaining starch serves as the basis for the RENATURE® Honeycomb shock absorbers. Using this byproduct reduces environmental impact and prevents competition with the food industry. With RENATURE® Honeycomb, Storopack is expanding its sustainable RENATURE® portfolio to include a versatile, effective, and forward-looking packaging solution – for use in both mass production and smaller batch sizes.



RENATURE® Honeycomb pads consist of a honeycomb paper network sandwiched between two starch-based foam liners, creating exceptional packaging properties.

Image: Storopack



RENATURE® Honeycomb offers similar exceptional packaging properties to conventional EPS. It has the advantage that the entire packaging is recyclable with paper. **Image: Storopack**

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About Storopack

Founded as Johannes Reichenecker leather tannery in 1874, since 1959 Storopack Hans Reichenecker GmbH based in Metzingen, Germany, is a specialist for protective packaging. The globally active company produces and supplies made-to-measure and flexible protective packaging for various industries. Storopack is present with own production locations and branch offices in Europe, North America, South America, Asia and Australia. 2,400 employees work for Storopack worldwide. In the year 2024 Storopack generated sales of 573 million Euros. Storopack products are available in more than 60 countries. Further information on www.storopack.com

Press contact:

Leonie Schulz
Storopack Hans Reichenecker GmbH
Untere Rietstr. 30
72555 Metzingen
Tel.: +49 7123 164-0
leonie.schulz@storopack.com