

Organic Africa and HP promote a new model of sustainable packaging with a positive impact on consumers

Sierra Leone's premium chocolate brand, HP and its Brands Innovation team have collaborated on a packaging solution that connects sustainability, innovation and social purpose.

The campaign

This collaboration is born out of a shared vision between the three parties on the need to create solutions that are good for people and the planet. As part of the global campaign "**Good for you, good for the planet**", Organic Africa has redesigned its packaging experience to reflect the values it stands for: organic production, fair trade and empowerment of farming communities in West Africa.

Why HP digital print?

- ✓ "HP's *Brands Innovation services* have been the perfect catalyst to connect the dots between Organic Africa, HP and Bolsaplast," said Jordi Parés, CEO of Bolsaplast.

- ✓ Allowed brand to accelerate our growth while supporting one of the fastest-growing startups in the cocoa sector

- ✓ Optimized brand's supply chain, advancing sustainability and strengthening its connection with consumer



Purpose-driven packaging: an alliance for change

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Thanks to HP's digital printing, each package becomes an emotional communication channel, capable of personalizing messages and sharing real stories of those who grow cocoa, strengthening the bond between brand and consumer.



Abel Sanchez-Hermosilla (HP), Sergio Codonyer (Organic Africa) y Jordi Parés (Bolsaplast) together in the first flexible packaging printing test.

A comprehensive transformation: beyond short runs



Unlike other limited-edition initiatives, **Organic Africa has chosen to migrate all of its flexible packaging production to HP Indigo technology.** This shows that the benefits of digital printing such as agility, personalisation, efficiency, waste reduction, can be scaled to complete and sustainable production models.

The implementation of two HP Indigo 25K digital presses at Bolsaplast's facilities has **eliminated prepress processes, reduced inventories and facilitated the management of multiple SKUs**, thus contributing to a more agile operation, with a lower carbon footprint and greater responsiveness to the market.



Technical innovation for sustainable packaging



This campaign demonstrates how the combination of technological innovation, brand purpose and strategic collaboration can be translated into a success story with real impact. HP and its Brands Innovation team invite other brands to explore this path, leveraging their services to develop solutions that connect with consumers in authentic, responsible and differentiating ways.



“We are proud to partner with HP and leverage their innovative solutions to empower our farmers, surprise our customers and protect the planet. This collaboration marks a new chapter in our journey. Adopting HP Indigo technology is a game changer for us. It allows us to align our packaging with our values: sustainability, flexibility and impact, while also giving us the possibility to tell our story on each package.”

- **Sergio Codonyer, CEO of Organic Africa**