Sonoco Initiates B2B Relationship With Packexpo.Com

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HARTSVILLE, S.C., June 15 /PRNewswire/ -- Sonoco (NYSE: SON)) today announced that it intends to participate in an electronic business-to-business (B2B) relationship with Packexpo.Com, a NetMarket serving the packaging marketplace.

(http://www.newscom.com/cgi-bin/prnh/19991006/SNCLOGO)

Sonoco will initially participate in Packexpo.Com by advertising on the NetMarket to increase visibility in new markets and will offer a limited number of standardized, non-custom product lines on Packexpo.Com's purchasing exchange.

"Over the last few years, Sonoco has invested some $50 million in information technology systems to support the Company's objective to be an industry leader in the e-marketplace. We view our association with Packexpo.Com as another important step in that process," said Peter C. Browning, president and chief executive officer.

"Sonoco believes that Packexpo.Com, a full service provider of B2B solutions, provides an expeditious and quality e-commerce entry opportunity. They were a logical choice because of the strong model they have in place," explained Terry Poplava, director, e-commerce.

"We expect this association with Packexpo.Com to play an important role in helping Sonoco maximize the use of the Internet to further improve productivity. It should enhance our product visibility on a global basis and reduce the use of traditional, more time consuming, paper-based processes," added Poplava.

Packexpo.Com, headquartered in Falls Church, Virginia, is a leading packaging B2B marketplace dedicated to e-commerce, research, and building community for packaging professionals worldwide. Packexpo.Com is a for-profit joint venture between the Packaging Machinery Manufacturers Institute (PMMI) trade association of Arlington, Virginia, and Cendex Corporation, a high tech NetMarket development company in Falls Church, Virginia.

Sonoco, founded in 1899, is a $2.5 billion global manufacturer of industrial and consumer packaging products and provider of packaging services with 285 operations in 33 countries serving customers in 85 nations. For more information on Sonoco, visit the web site at www.sonoco.com .
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