Sonoco Enters Into a Long-Term Supply Agreement With BSH Home Appliances

July 7, 2004

HARTSVILLE, S.C., Jul 7, 2004 /PRNewswire-FirstCall via COMTEX/ -- Sonoco (NYSE: SON), the global packaging company, and BSH Home Appliances Corporation, headquartered in Huntington Beach, Calif., have entered into a five-year supply agreement, it was announced today by Jim C. Bowen, senior vice president. BSH Home Appliances Corporation is a subsidiary of Bosch and Siemens Hausgeraete GmbH, Munich, Germany, which is a joint venture between Robert Bosch GmbH, Stuttgart and Siemens AG, Munich, for home appliances.

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

Under this agreement, Sonoco will be BSH's strategic packaging supplier for their New Bern, N.C., complex that manufactures Bosch and Siemens brand premium laundry, cooking and dishwasher appliances for the North American market. Sonoco will establish operations in New Bern adjacent to the BSH complex to manufacture molded foam and serve as a hub for sourcing and supplying all of BSH's packaging materials, including Sonoco's patented Sonopost(R) corner post technology. Sonoco will also provide BSH with packaging design and testing services supported by its state-of-the-art ISTA (International Safe Transit Association) certified Engineering & Testing Center in Nashville, Tenn.

"Sonoco has a very good reputation within the appliance industry," stated Dr. Clemens Schaller, executive vice president. "With our commitment to the U.S. market, it was very important for us to select the right partner to help us as we introduce new products. Sonoco is demonstrating their commitment to BSH by supporting its' initiative to serve the U.S. market out of U.S. facilities with supplier partners who provide local, JIT support," he added.

"We are excited about the opportunity to apply Sonoco's experience in protective packaging design, testing, manufacturing and services for the appliance industry for BSH. We are very pleased to have earned this opportunity to establish a long-term relationship with such an internationally prestigious company as BSH," stated Charles Coker, Jr., Sonoco's Protective Packaging division vice president and general manager.

Sonoco, founded in 1899, is a $2.8 billion global manufacturer of industrial and consumer packaging products and provider of packaging services, with over 300 operations in 36 countries serving customers in some 85 nations. Additional information about the Company is available on its Web site at http://www.sonoco.com .

SOURCE Sonoco

Allan V. Cecil, Vice President, Sonoco, +1-843-383-7524, or
allan.cecil@sonoco.com
/Photo: http://www.newscom.com/cgi-bin/prnh/19991006/SNCLOGO
AP Archive: http://photoarchive.ap.org
PRN Photo Desk, photodesk@prnewswire.com

http://www.sonoco.com