Sonoco Helps Customer Get Homeland Security Products in Stores for National Preparedness Month

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HARTSVILLE, S.C., Sept. 7 /PRNewswire-FirstCall/ -- Sonoco (NYSE: SON), the global packaging company, is helping Home Guard Inc., of Cornelius, N.C., and its Ready Kit and Ready Kit Plus play key roles in the Department's of Homeland Security's (DHS) first National Preparedness Month, which begins Thurs., Sept. 9.

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

Home Guard first contacted Sonoco about three weeks ago, when it learned that its original point-of-purchase (P-O-P) display designer could not deliver assembled kits or displays in time.

"Approximately one-half of the Ready Kit and Ready Kit Plus' pieces were coming from overseas," said Jeff Tedder, vice president-general manager, Sonoco CorrFlex. "The first two things we did were re-route the sea containers with the kits' components to our assembly facility in Rural Hall, N.C., and begin producing corrugated P-O-P display and shipping material at our Winston- Salem, N.C., plant."

There, 500-1000 temporary workers worked overtime and double-time, over the Labor Day Weekend, assembling and placing the kits -- an orange backpack, Home Guard Barrier Sheeting(TM) biohazard waste bag, sanitary gloves, Mylar safety blanket, rain poncho, leather safety gloves, AM/FM radio, two-gallon PVC water bag, flashlight, N95 mask, a 12-hour light stick, moist towelettes, a whistle, a plastic bottle for bleach, a utility wrench for water and gas shutoff, facial tissues, a 2,400 calorie food bar, 10 water pouches, 4-D and 4-AA batteries and 1,250 milliliters of water in tear-and-pour packets -- in palletized P-O-P displays and then custom-designed corrugated packaging.

The 40,000+ units of the Ready Kit and Ready Kit Plus then went to the Rural Hall facility for shipping and distribution and are part of the launch of National Preparedness Month in Washington, D.C. The kits will be available at major media outlets, Coast Guard Exchanges and Discovery, Wal-Mart, BJ's, Costco and Sam's Clubs stores beginning Thurs., Sept. 9.

"Our Ready Kits and Ready Kits Plus had to be on Capitol Hill and in stores by Sept. 9 to coincide with DHS Secretary Tom Ridge's speech," said Bob Confoy, president, Home Guard. "We couldn't have done it without Sonoco's customer-centered fulfillment, P-O-P displays, product-packaging knowledge and distribution know-how. The first shipment won't begin to meet what the need seems to be, so we think this is just the beginning."

"The April acquisition of CorrFlex Graphics, LLC, significantly enhances Sonoco's consumer strategy of being a total solutions provider in the markets we serve," said Harris E. DeLoach, Jr., president and chief executing officer, Sonoco. "As the Home Guard projects prove, Sonoco CorrFlex adds a valuable component to Sonoco's consumer segment strategy of being a total solutions provider in the markets we serve. It also demonstrates our ability to fulfill and distribute large quantities of product and P-O-P displays nationwide in a short period of time, which is critical to successful consumer product launches."

Sonoco, founded in 1899, is a global manufacturer of industrial and consumer products and provider of packaging services, with more than 300 operations in 36 countries, serving customers in some 85 nations. For more information on the Company, visit our Web site at www.sonoco.com .

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