Sonoco Revamps the World of Tissue Packaging With the Introduction of the Kleenex(R) Tissue Cup in Mexico

November 21, 2005

HARTSVILLE, S.C., Nov. 21 /PRNewswire-FirstCall/ -- Kimberly-Clark de Mexico, together with Sonoco (NYSE: SON), has brought tissue packaging into the 21st century with the introduction of the Kleenex tissue cup in Mexico.

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The new product, which recently appeared on supermarket shelves in Mexico, is a concept package for Kleenex. Each cup measures 7 x 17 centimeters and holds 50 Kleenex tissues.

"The new Kleenex cup offers customers an exciting new look that is both practical and ergonomic," said Juan M. Zavala, marketing manager for Kimberly- Clark de Mexico. "Together with Sonoco, we have developed a product design that helps Kleenex tissues stand out on crowded store shelves and meets consumer needs."

From package development to label application, Sonoco played a key role in the roll out of the Kleenex tissue cup.

"We worked closely with Kimberly-Clark to develop a new concept for Kleenex tissues that would allow them to achieve product market differentiation," said Sonoco's Zhadia E. Castaneda. "The Kleenex tissue cup allows Kimberly-Clark to move away from the traditional folding carton to a more exciting package design that's fun and functional."

In developing the Kleenex tissue cup, Sonoco's consumer products plant in Mexico City was able to take advantage of an existing capability, a Convolute line, to provide Kimberly-Clark with the cup they were looking for. In the development phase, the team in Mexico evaluated several combinations of raw materials and can dimensions until they found a low-cost structure that performs in the line and meets customer requirements at the same time. The team also developed, with an external vendor, the thermoformed top end with an opening in the center that gives the consumers an easy access to the tissues. In addition, Sonoco applied the six-color offset label, making the cup in blue, gray, black, orange, red and green to stand out on store shelves.

About Sonoco

Sonoco, founded in 1899, is a global manufacturer of industrial and consumer products and provider of packaging services, with more than 300 operations in 35 countries, serving customers in some 85 nations. For more information on the Company, visit www.sonoco.com.

About Kimberly-Clark de Mexico

Kimberly-Clark de Mexico, S.A. de C.V. (KCM) manufactures and markets a wide array of paper-based products which are used by millions of Mexican consumers: disposable diapers, feminine-care pads, bathroom and facial tissue, napkins, kitchen towels, hand towels, school notebooks and office products. Furthermore, KCM is Mexico's largest producer of fine writing and printing papers that satisfy various needs in the Publishing and Graphic Arts industries.

The company's strong portfolio of brands includes: Kleenex(R), Petalo(R), Kotex(R), Fems(R), Kleen-Bebe(R), Huggies(R), Scribe(R), Leeds(R), Kimlark(R), Sanitas(R), Duplicador(R), Couche(R) and Lustrolito(R). KCM, with annual sales of US$ 1.7 billion, is a publicly held company listed in the Mexican Stock Exchange under the ticker symbol KIMBER. Export sales to 14 countries comprise approximately US$ 100 million per year. For more information, visit www.kimberly-clark.com.mx.

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