Sonoco Announces Launch of Enhanced Global Web Site

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HARTSVILLE, S.C., Oct. 19 /PRNewswire-FirstCall/ -- Sonoco, (NYSE: SON) the global packaging company, has launched a new, enhanced global Web site, www.sonoco.com, which features increased functionality and a contemporary design focused on providing quick, yet detailed information about the Company's packaging products and services; its operating strategy; financial results and reporting; and a variety of general Company information.

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

"The new sonoco.com strengthens Sonoco's brand globally by demonstrating the breadth and depth of the Company's full range of packaging supply chain products and services-the most complete offering in the packaging industry," said Allan Cecil, vice president, investor relations and corporate affairs. "Sonoco was one of the first packaging companies to develop a comprehensive Internet presence more than a decade ago. Today, the site has evolved to become a portal to all of our global stakeholders."

From a single click on the Web site's homepage, customers are able to retrieve details on nearly 40 product categories, 10 service categories and 40 market categories covering thousands of packaging products and services offered by Sonoco's consumer and industrial businesses. The site also features a series of alternating packaging innovations from its portfolio, including unique rigid paper and plastic containers, printed flexible packaging, water- resistant construction forms and sophisticated engineered cores. Corporate navigation is placed on each page to provide users with direct links to information about the Company's sustainability programs, career opportunities, investor relations and other general information.

The nine-month-long Web site enhancement project involved the implementation of a new architectural framework, a software upgrade and increased functionality. The new design is patterned after the Company's distinct spirals featured in its logo.

The Web site is optimized for screen resolution greater than 800 x 600, and all information appears in a one-screen view, with customized internal scrolling on the right side of each page. When printing, the entire contents of a page are displayed. A breadcrumb serves as a secondary navigation to assist visitors with quick return links to major categories or sub-categories within the site.

About Sonoco

Sonoco, founded in 1899, is a $3.5 billion global manufacturer of consumer and industrial packaging products and provider of packaging services, with more than 300 operations in 35 countries serving customers in some 85 nations. For more information on Sonoco, visit our new Web site at www.sonoco.com.

SOURCE Sonoco
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