A Perfect Fit: Sonoco Designs a New Outer Liner for Community Coffee's Brick Pack

November 20, 2006

HARTSVILLE, S.C., Nov. 20 /PRNewswire-FirstCall/ -- When Community Coffee wanted a new 16 oz. brick pack, it turned to Sonoco (NYSE: SON) to develop an outer liner that delivers not only improved shelf appeal, but also compatibility with the already existing brick package inner liner. It was an added challenge to ensure the two liners were compatible -- they had to fit together perfectly.

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

"The outer liner needed a new look. It has to stand out on the shelf and catch the consumer's eye," said Ray Cate, general manager of Technical Services at Community Coffee. "Because of Sonoco's expertise in packaging and Keating Gravure operations, we trusted they could maintain the integrity of the existing package while they developed an updated look for it."

"One challenge was figuring out which material would best provide for the bag's qualifications," said Catherine Stanley, senior account representative at Sonoco. "Community Coffee needs to be able to seal through the new film/paper structure without diminishing the aesthetics of the package. And, the package has to be tough enough to withstand distribution, yet easy enough for the consumer to open."

Sonoco engineers were able to meet this challenge by making the outer liner with a polyester-laminate material. The new structure, which is made at Sonoco's Waco, Texas, facility, required special attention to the exact structure of an already produced inner liner.

This high gloss of the reverse-printed polyester presents a premium appearance, compared with the former surface-printed paper structure. The rotogravure printing process used in conjunction with Keating Gravure's unique engraving processes delivers exceptional details, including a black-and-white illustration of the home that Community Coffee customers easily recognize.

Customers can see the new outer liner on a variety of Community Coffee brands, including Dark Roast, Between Roast, Medium Roast, Light Medium Roast, New Orleans Blend and Community Lite. The packages are available for purchase at retail stores throughout the Southeast and at CommunityCoffee.com.

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 Community(R) Coffee

Community(R) Coffee was founded in 1919 in Baton Rouge, Louisiana by Henry Norman "Cap" Saurage. Today, Community Coffee is still family owned and operated, and is the largest family-owned retail coffee brand in America. Community Coffee products are available in Louisiana, Texas and the Southeast in grocery stores, offices, restaurants, hotels and convenience stores. The products can also be found at CC's Coffee House locations in Baton Rouge, Lafayette and New Orleans as well as through CommunityCoffee.com. Community Coffee proudly roasts and packages its fine coffees locally in Louisiana. For more information, visit www.CommunityCoffee.com.

SOURCE Sonoco
CONTACT: Roger Schrum, Sonoco, +1-843-339-6018
/Web site: http://www.sonoco.com
http://www.CommunityCoffee.com
(SON)