Sonoco's Linearpak(R) Can Delivers Whole Solution for Whole Foods Market's New Dog Treat

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HARTSVILLE, S.C., Jan. 18 /PRNewswire-FirstCall/ -- When Whole Foods Market chose Sonoco's Linearpak(R) cans for its new gourmet pet treats, Whole Paws, it got a package that satisfies the requirements of pet owners and their pets, delivering all-important differentiation, product freshness and ease of use.

Sonoco is supplying Whole Foods with 502 x 514 Linearpak cans for three SKUs of Whole Paws dog biscuits: Healthy Coat, Hip and Joint, and Tiny Dog formula. The non-round, paperboard-based cans contain 14 ounces of dog biscuits.

It is the distinctive shape of the Whole Paws Linearpak can that is sure to capture the attention of Whole Foods Market shoppers. Though rectangular in shape, the Linearpak can is designed with rounded corners so there are no hard edges. This allows a superior presentation of the Whole Paws dog biscuits' six-color, flexo-printed graphics, which flow around the package without interruption. The package provides strong reinforcement of the Whole Paws brand and the retailer's penchant for unique products and packaging.

Made primarily of recycled paperboard, the Linearpak can offers exceptional product protection. The inner barrier liner is made of metallized polyethylene (MPET) which provides a superior barrier to grease and abrasion resistance. The latter is important to protect the inside of the can during distribution. Crisp products can sometimes puncture liners materials, affecting barrier performance. The MPET liner guards against punctures so products stay fresh and the aesthetics of the can also are preserved.

Whole Paws is not only a treat for pets, it's a treat for owners as well. The upright rigid format stacks neatly in the cupboard and does not lose its stackability as the product inside is consumed. The Linearpak can includes a SafeTop(R) tabbed membrane closure that adheres directly to the rim of the can. The SafeTop closure serves two functions. It helps maintain the freshness of the treat until the package is opened and it is also simple to remove. A flexible plastic overcap completes the package and allows for secure reclose between doggie's snack times.

About Whole Foods Market

Founded in 1980 with one small store in Austin, Texas, Whole Foods Market now operates 189 stores throughout the United States and the United Kingdom. Highly selective about the products it sells and committed to sustainable agriculture, Whole Foods Market is the world's leading natural and organic foods supermarket. For more information, visit www.wholefoodsmarket.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 85 nations. For more information on the Company, visit www.sonoco.com.

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