# Sonoco Announces North America Paperboard Price Increase

March 1, 2007

HARTSVILLE, S.C., March 1 /PRNewswire-FirstCall/ -- Sonoco (NYSE: SON) will increase prices in North America for all uncoated recycled paperboard by $50 per ton effective with shipments on March 15, 2007, it was announced today by Marty Pignone, vice president - Paper, North America. This new price change is in addition to the Company's previously announced $40 to $50 per ton price increase in North America on all uncoated recycled paperboard that went into effect today, March 1, 2007.

"We continue to see rapidly escalating prices for our primary raw material, recovered paper. The cost increase of raw materials in last two months is unprecedented," Pignone said. "The difficulty of obtaining raw materials has forced us to pay premiums above the published market prices. It is essential that we immediately begin to recover these costs."

About Sonoco

Sonoco, founded in 1899, is a $3.7 billion 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. Additional information about the Company is available at http://www.sonoco.com.

SOURCE
Sonoco

CONTACT:
Roger P. Schrum, Sonoco, +1-843-339-6018, roger.schrum@sonoco.com