Redpath Half(TM) is 'Sweet' on Sonoco's Linearpak(R) Can

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Package's distinctive shape reinforces uniqueness of sweetener

HARTSVILLE, S.C., March 6 /PRNewswire-FirstCall/ -- Consumers in Canada who want to reduce their caloric intake won't have to look far. Tate & Lyle Canada, Ltd., has launched Redpath Half, a new sweetener product that has half the calories and all of the taste of sugar. Tate & Lyle Canada has selected Sonoco's Linearpak(R) can, a distinctively shaped rigid paperboard container, to reinforce the uniqueness of Redpath Half from other traditional sugar brands as well as non-sugar sweeteners.

Sonoco is supplying Tate & Lyle Canada with two sizes of Linearpak cans, a 401 x 407 (210 grams) and 502 x 514 (400 grams). The non-round Linearpak cans are made of 100 percent recycled paperboard with a high-barrier foil liner, which serves to lock out moisture and oxygen and keep the granular sweetener free of clumps so it is quick to dissolve. A tabbed, peelable membrane adhered to the rim of the can and a red plastic overcap complete the Redpath Half package, all of which are supplied by Sonoco.

According to Nancy Gavin, manager of Brand Development, Tate & Lyle Canada, the selection of Sonoco's Linearpak can was based on its differentiation in the supermarket sweetener section and ability to enhance the consumer's experience with Redpath Half.

"When we were evaluating packaging options for our new Redpath Half we wanted something that was completely different from anything that is currently used in the sugar category. We also wanted a package which would stand out on the grocery shelf and, most importantly, a package which was consumer friendly, easy to use and re-closable. This package from Sonoco met all of our requirements," Gavin said.

The Linearpak can is sure to draw attention in a category dominated by traditional paper bags and folding cartons. The rounded corners allow the Redpath Half graphics to flow seamlessly around the face of the can, maximizing the presentation of the brand. The superior billboard effect is heightened by rotogravure-printed labels, which are cleverly designed half-red and half-white, underscoring the product's reduced calories status. Another unique attribute: the Redpath Half Linearpak can is designed with two front faces, one in English and the other in French. The retailer can then display either side of the product based on the shopper profile.

The Redpath Half Linearpak can continues to please consumers once they get it home. The membrane top serves as both a freshness barrier and a security feature, providing visual evidence of tampering. The upright footprint makes the can easy to store in the pantry or on a counter top. The Linearpak can's wide mouth makes it effortless to spoon out a single serving for one's coffee, tea, cereal or fruit. Its flexible plastic overcap securely snaps on and off the can so there is no leakage of the product and freshness is preserved.

Redpath Half is available in supermarkets in eastern Canada.

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.

About Tate & Lyle Canada

Redpath Sugar is manufactured and marketed by Tate & Lyle Canada, Ltd., a wholly owned subsidiary of Tate & Lyle PLC, based in London, England, U.K. The Redpath Sugar brand has been manufactured since 1854 and continues to provide Canadians with the highest quality sugar products.

SOURCE
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