Sonoco Takes a Retail Approach to Promote Sonotube(R) Concrete Forms

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HARTSVILLE, S.C.--(BUSINESS WIRE)--Oct. 23, 2007--Sonoco (NYSE:SON), the market and technology leader in the design and manufacture of concrete column forms, today announced the launch of a unique retail point-of-purchase (P-O-P) display for the Company's Sonotube(R) concrete forms. Nearly 300 of the new high-impact displays will soon be placed in concrete specialty distributor locations across the United States.

Developed to increase residential and commercial contractors' awareness of Sonoco's complete line of labor-saving Sonotube concrete forming products, the displays permit contractors to see and touch each of these innovative concrete forms systems--the Sonotube round, Sonotube Finish Free(R), Sonotube square, Sonotube Commercial(R) and Sonotube TubeBase(R) forms.

The displays feature textured vac-form 3-D column simulations, sectioned product samples and a raised letter logo panel on a 28-inch tube base and support tube. The 3-D simulations show contractors what finished columns will look like before they buy or pour anything. The displays also are designed so that the riser can be easily hung on walls for distributors that may not have the floor space for the entire unit.

"Most contractors are familiar with Sonotube forms with RainGuard(TM) technology, but our new P-O-P displays will introduce them to all of our newest innovations in the Sonotube family," said John Colyer, division vice president, Industrial Products North America. "With many of our distributors moving toward a more retail sales environment, the informative displays help distributors boost sales by better educating their customers, and their sales staffs, on the entire product line available as a distributor of Sonotube brand forms.

The displays were designed and manufactured by Sonoco CorrFlex, the Company's P-O-P display business unit, and fulfilled at Sonoco's Packaging Services center in Rural Hall, N.C.

About Sonoco

Sonoco (NYSE: SON), founded in 1899, is a global manufacturer of industrial and consumer products and provider of packaging services, with approximately 330 operations in 35 countries serving customers in some 86 nations. For more information about the Company, visit www.sonoco.com.

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