Sonoco Wire and Cable Reels Division Offers New Waste Reduction Consulting Service

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Sonoco Sustainability Solutions (S3) Provides Wire and Cable Manufacturers, Distributors and Their Customers With Productivity Savings and New Revenues

HARTSVILLE, S.C., Apr 22, 2008 (BUSINESS WIRE) -- Sonoco's Wire and Cable Reels division has begun offering a new sustainability consulting service that can produce productivity savings for wire and cable manufacturers, distributors and their customers. Sonoco Sustainability Solutions (S3) identifies ways to reduce waste materials going to landfills and increases profitability by converting waste streams into revenue streams by finding alternative uses for a facility's previously unrecycled wastes.

S3 is a new service of Sonoco's recycling division, Sonoco Recycling, one of the largest recyclers in the packaging industry, said Randy Lusk, general manager, Sonoco Wire and Cable Reels.

Through the program, Sonoco waste reduction experts audit a customer's location to review its existing waste handling practices. A tailored program is then developed to provide significant savings by reducing waste hauling charges and landfill fees. The service also can provide incremental income through the sale of previously landfilled materials and finding alternate uses for certain wastes. Finally, the service reports productivity improvements in both financial savings and environmental benefits.

"S3 initially was developed to improve the productivity of Sonoco plants by reducing waste materials going to landfill," Lusk said. "We were so pleased with the results that we experimented and partnered with some customers' locations. The result was that this service provided significant productivity savings, along with new revenue sources and environmental benefits."

Southwire, a Carrollton, Ga.-based wire and cable manufacturer, has recently signed on as an S3 customer, according to Cynthia Brooks, the company's Green Initiatives Manager.

"The goal of S3 is zero landfill waste," said Brooks. "We're really looking forward to identifying ways we can reduce our landfill waste, help the environment and possibly even positively impact our top line. This is a really exciting opportunity for creating value by enhancing our current processes."

Myles Cohen, vice president and general manager of Sonoco Recycling, said most wire and cable manufacturers have active recycling programs, but can identify additional recycling opportunities through S3.

"Because Sonoco has an extensive knowledge of the industrial and consumer packaging industries, and expertise in recycling, we can find alternative recycling methods for wastes previously believed unrecyclable, such as plastic banding, bulk plastic liners and sacks, flexible packaging and other materials," Cohen said. "Our S3 team is pleased to apply its skills in this area to the wire and cable manufacturing industry. It's a natural extension of what has been a remarkably successful program in just a short time."

Sonoco's Wire and Cable Reels division has long provided North America's largest and most comprehensive reel recycling program. In 2007, it helped North American wire and cable manufacturers and distributors, and their customers save approximately 50,000 trees and $6 million in disposal costs by recycling 150,000 wire and cable reels last year for 1,200 customers in 641 cities in the contiguous United States and Canada.

For a video overview of Sonoco's S3 service, visit http://web17.streamhoster.com/ms1video/sonocoreels.wmv.

For more information on S3, contact Derek McFarland, national manager, sustainability services, at +803/396-2174.

Sonoco Recycling annually collects about 3.5 million tons of recyclable materials including old corrugated containers and other paper, plastics, metals, glass and other materials. It collects and processes recyclable materials at 46 locations in North America and Europe, operates a fleet of trucks with 1,300 trailers and has a team of recycling professionals, many of whom are experts in waste management and manufacturing process improvement.

About Sonoco

Sonoco (NYSE: SON), founded in 1899, is a $4.0 billion global manufacturer of industrial and consumer products and provider of packaging services, with 334 operations in 35 countries serving customers in 85 nations. Additional information about Sonoco is available at http://www.sonoco.com. The Company's Wire and Cable Reels business is North America's leading producer of reels for the wire and cable industry with five manufacturing plants, 13 recycling centers, 26 service/assembly centers and complete packaging supply chain services.

SOURCE: Sonoco

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