Specialty Paperboard Can from Sonoco Captures the Premium Quality of Doorly's Barbados Rum

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HARTSVILLE, S.C., May 22, 2008 (BUSINESS WIRE) -- Some say that rum is the distilled flavor of the Caribbean islands. Now, a specialty rigid paperboard can from Sonoco provides the perfect canvas to present the vibrant, premium quality of Doorly's XO Specially Selected Fine Barbados Rum contained in the bottle inside.

Sonoco supplied J&D Graphics, a distilled spirits packaging company, with 401 x 1003 rigid paperboard canisters as a presentation package for 750mL bottles of the Barbados-made premium rum. The rigid paperboard can is more than 10 inches in height, and with its purple litho-printed label and gold foil stamping, it provides a commanding presence on the shelf. For those looking for a personal indulgence or an impressive gift, it is a package that is hard to miss.

Exquisite label graphics play an important role. Litho-printing is used to depict scenes from Barbados along with a parrot and brand graphics. The deep purple hue of the label is embellished with gold foil stamping. The impressive presentation is completed with a gold metal plug lid, a perfect complement for the label's foil highlights.

J&D Graphics President Dennis Early explains that precise execution of the label graphics was essential to securing the desired image. "This is an intricate and beautiful label, with ornate art and foil stamping. Care was taken to select materials that were not only durable and printer-friendly, but also conveyed the sophistication of Doorly's rum."

Sonoco account manager Erik Frey adds, "Our specialty rigid paperboard cans offer customers tremendous flexibility in creating a unique sales message. J&D Graphics chose elegant gold foil stamping; we also offer metallic inks, varnishes and embossing on labels; printing, stamping and embossing on closures; and many other specialty options such as shaped cans. Packaging can be a powerful extension of a brand, and in the case of Doorly's rum, this package makes a strong statement."

Doorly's XO Specially Selected Fine Barbados Rum in Sonoco specialty rigid paperboard cans is available throughout the Caribbean region, the United States, parts of Europe and online.

About Sonoco

Founded in 1899, Sonoco (NYSE: SON) 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 some 85 nations. For more information on the Company, visit our Web site at http://www.sonoco.com/.

About J&D Graphics

J&D Graphics Inc., based in Plantation, Fla., is a supplier of custom packaging equipment and products, stamp supplies, embossing materials, and papers and foils used in fine printing and consumer packaging. For the past 30 years, J&D Graphics has worked primarily in the distilled spirits industry based in the Caribbean.

SOURCE: Sonoco

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