Sonoco Supplies Parent-friendly Package for Heinz Company's Nurture Growing Baby Follow-on Milk

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HARTSVILLE, S.C.--(BUSINESS WIRE)--July 31, 2008--Parents in the United Kingdom looking for superior nutrition and convenience need look no further than the H.J. Heinz Company's Nurture Growing Baby Follow-on Milk product. The new rigid paperboard can Heinz recently used to re-launch the product makes portion control and preparation easy and protects the product inside.

Sonoco (NYSE: SON) one of the largest diversified global packaging companies, is supplying Heinz with the 127mm x 156mm rigid (900 grams/32 ounces) paperboard cans produced at its plant in Manchester, England, U.K. Made from two layers of recycled paperboard that are spiral wound and a high-barrier liner, the cans lock out moisture and oxygen that could compromise the nutritional integrity of the powdered infant formula. They also keep the powdered product from clumping so that it quickly dissolves when it's time to prepare a bottle.

The rigid paperboard can has other parent-friendly features, including a Sonoco-supplied Sealed Safe(R) peelable membrane closure with a metal rim seamed onto the can's end and an easy-grip ring pull that opens the can easily. A new, custom-designed molded plastic overcap on the package is both innovative and functional--the hinge allows easy access to the powdered infant formula at feeding time and closes securely, protecting the product between meals. A plastic scoop and leveling bar inside the can help parents measure the correct amount of dry formula, while a tamper-evident tear band indicates whether or not the package is safe for use.

High-quality Chromolux paper label and six-color, litho-printing with high-gloss varnish communicate an upscale, yet welcoming, message to parents seeking the best for their children.

That connection with parents was very important in the selection of the new package, says Christina Bouzala, H.J. Heinz Company. "Heinz Nurture Follow-on Milk powdered infant formula is a new brand, with a new formulation, and replaces Farley's Follow-on Milk product. With this important launch, we wanted a premium package that would make preparing baby's milk easier for our customers. The new Sealed-Safe opening system is much easier to open, while the custom overcap and scoop help ensure parents use the right amount of formula and provide their babies with proper nutrition."

Alan Kirby, U.K. sales director for Sonoco, says the Company welcomed the challenge from Heinz to deliver a package that meets so many needs. "We're pleased to supply Heinz with a premium package that meets its requirements--easy to use, adds value through performance and has shelf appeal."

"More and more companies around the world are choosing to package powdered infant formula in rigid paperboard cans as a cost-effective and more sustainable alternative," says Srinivas Nomula, Sonoco market segment manager. "Sonoco was proud to help Heinz become one of the first companies outside of the Americas to convert from a steel can to a round rigid paperboard can."

Heinz Nurture Growing Baby Follow-on Milk powdered infant milk is available in the United Kingdom at Boots, Tesco, Asda, Superdrug, Sainsbury, Morrisons and Waitrose.

About Sonoco

Sonoco, founded in 1899, is a global manufacturer of industrial and consumer products and provider of packaging services, with more than 330 operations in 35 countries, serving customers in 85 nations. For more information on the Company, visit www.sonoco.com.

About H. J. Heinz Company, Ltd.

H. J. Heinz Company, offering "Good Food Every Day"(TM), is one of the world's leading marketers and producers of healthy and convenient foods specializing in ketchup, sauces, meals, soups, snacks and infant nutrition. Heinz provides superior quality, taste and nutrition for all eating occasions, whether in the home, restaurants, the office, or "on-the-go." Heinz products include a global family of leading branded products, including Heinz(R) Ketchup, sauces, soups, beans, pasta and infant foods (representing over one third of Heinz's total sales), Ore-Ida(R) potato products, Weight Watchers(R) Smart Ones(R) entrees, Boston Market(R) meals, T.G.I. Friday's(R) frozen snacks and Plasmon(R) infant nutrition. Heinz is famous for its iconic brands on five continents, showcased by Heinz(R) Ketchup, The World's Favorite Ketchup(R). Information on Heinz is available at www.heinz.com.

CONTACT: Sonoco
Roger Schrum, 843-339-6018
roger.schrum@sonoco.com
or
Myra Richey 843-383-3333
myra.richey@sonoco.com
SOURCE: Sonoco