



Sonoco's New Protective Package Wins AmeriStar Award

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HARTSVILLE, S.C.--(BUSINESS WIRE)--Mar. 30, 2009-- Sonoco's new protective packaging for HP LaserJet printing devices was recently recognized by *The Institute of Packaging Professionals* (IoPP) with a 2008 AmeriStar award. The package, along with other category winners, will be displayed at the IoPP Packaging Summit May 19-20 in Chicago.

Developed by Sonoco's Protective Packaging division as part of its packaging transformation program, the new designs greatly reduce the amount of packaging materials required. For example, in one pack, the foam volume was reduced by more than 50 percent, the corrugated weight was reduced by more than 69 percent, and overall packaging volume reduced by 52 percent. In addition, most of the new components used are recycled paper based, which makes the entire package more readily recyclable in many areas.

Jim Lowry, director of new business development for Sonoco's Protective Packaging group, said Sonoco believes in and works hard to deliver "total solution" packaging for its customers. He explained that the company worked with HP for two years on the new package design and that the process began with the concept phase and included prototype development, certified testing, production packaging trials, system cost analysis, and assembly line and field audits.

"The whole idea behind our packaging transformation program is to find new and innovative ways to redesign packages and make them better," Lowry said. "With HP, we were able to use less material and reduce the weight of the packages, which resulted in lower costs for our customers while providing the same level of protection as the older, heavier, more expensive package.

"And there are certainly benefits from a sustainability standpoint. Less material during production results in less waste material in the end, lower freight emissions, easier disposal and reduced landfill space."

This new format for office printers helps to protect the unit by using top and bottom corrugated trays, Sonoco's proprietary Sonopost® cornerposts for advanced vertical compression and impact performance, and top and bottom foam pads, all shrink wrapped together to produce a unique pack design. For the larger, heavier units, Sonoco also kept the consumer in mind by providing ramps for unloading once the unit arrives at its location. This new style of package can also be "dressed up" to increase consumer appeal in the club stores or retail environments.

About Sonoco

Founded in 1899, Sonoco is a \$4.1 billion global manufacturer of industrial and consumer products and provider of packaging services, with about 300 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/>.

Source: Sonoco

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