



Sonoco Combines Its Trident and Keating Businesses into a Single Operating Unit

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Newly Formed Organization Will Operate under the Trident Brand

HARTSVILLE, S.C.--(BUSINESS WIRE)--Oct. 28, 2009-- In an effort to improve its position in the marketplace, increase productivity and grow the business overall, Sonoco (NYSE: SON), one of the largest diversified global packaging companies, is combining its Trident and Keating businesses into a single operating unit within its Flexible Packaging division.

Trident, which employs approximately 250 people and has been a part of Sonoco for 13 years, offers customers world-class packaging pre-press services that deliver fully integrated and individually tailored graphics management solutions. Keating is a premier supplier of pre-press graphics in North America with fully automated rotogravure cylinder engraving operations, including North America's only laser-engraving capability. Keating's rotogravure engraving operations are located in Charlotte, N.C., and Chester, Va., and its flexographic plating operations are based in Oakville, Canada.

Rob Tiede, vice president, Global Flexibles and Services, said Sonoco's strategic decision to join together the operations was based on opportunities within the marketplace and the synergies that existed between Trident and Keating. He points out that the newly combined businesses create a \$40 million organization for Sonoco that is truly global in nature.

"In bringing the two operations together, we are creating a more diverse business with expanded graphics and service capabilities throughout North America, a goal that has been important to both Trident and Keating," he explained. "It also means additional opportunities to leverage existing customer relationships and further enhance our 'one face' business philosophy with targeted consumer packaged goods (CPG) companies."

Tiede said the newly formed business will operate under the Trident brand. He said that in addition to the obvious global implications, it was determined the Trident name better represents the three primary arms of the business: production artwork, color separation and tooling.

"With a single leadership team, more focused goals and a single business strategy, we fully expect this new organization to be successful in delivering brand management solutions for packaging businesses across all global markets," he said.

About Sonoco

Founded in 1899, Sonoco (NYSE: SON) 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. Sonoco is a proud member of the Dow Jones Sustainability World Index (DJSI), a global composite index that recognizes leading global companies in terms of economic performance, environmental stewardship and social responsibility. Sonoco also has been ranked as one of the 100 greenest large companies in the United States in Newsweek's inaugural Green Rankings, which evaluated the country's 500 largest companies on their environmental performance, green policies and reputation. Sonoco, which was listed 94th, had the best ranking of any U.S.-based packaging company. For more information on the Company, visit our Web site at <http://www.sonoco.com>.

Source: Sonoco

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