Sonoco Launches Newly Designed Corporate Web Site

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New Site Provides Fresh, Updated Appearance That Promotes and Supports Sonoco's Brand

HARTSVILLE, S.C., Nov 01, 2010 (BUSINESS WIRE) -- Sonoco today announced the launch of the first phase of a new corporate Web site that provides visitors with a fresh new look, more functionality and improved navigational capabilities.

"Clearly, our goals going into the project were to upgrade functionality, simplify navigation and make the site more visually appealing, but it was important for us to do so without compromising the cultural integrity of Sonoco," said Robin Montgomery, manager of Corporate Communications.

"While we wanted to increase the site's impact through the use of motion graphics and video, we didn't want to clutter the site with too much content or overwhelm visitors with too many bells and whistles. We wanted keep the site clean and professional, and make sure it gives visitors a clear understanding of who we are and the products and services we offer."

A few elements on the new Web site worth noting include: a home page that regularly rotates content, providing the Company with a prominent space to feature new products, new technologies or news announcements; more expansive use of video, including the Careers page where prospective employees can hear current employees share their thoughts about working at Sonoco; and a new locations database where visitors can more easily identify Sonoco facilities around the globe.

Phase I of the redesign process, which focused on Sonoco's North American operations, began in January. Phase II of the project, which will focus on international operations, is expected to be complete by mid-year 2011.

About Sonoco

Founded in 1899, Sonoco is a $3.6 billion global manufacturer of industrial and consumer products and provider of packaging services, with approximately 300 operations in 35 countries, serving customers in some 85 nations. Sonoco is a proud member of the Dow Jones Sustainability World Index. For more information on the Company, visit our Web site at http://www.sonoco.com.

SOURCE: Sonoco

Sonoco
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