



## Sonoco Helps Customers Shrink Their Environmental Footprint

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HARTSVILLE, S.C., Nov 03, 2010 (BUSINESS WIRE) -- Packaging designers and engineers and material scientists at Sonoco are using the Company's cutting-edge proprietary sustainable packaging design software to help customers reduce their packaging environmental footprint by substituting or eliminating materials, down-gauging structures and simplifying the package to improve its recyclability. Sonoco is also working with customers to reduce and ultimately eliminate landfill waste at their manufacturing facilities.

"We are working to balance the growing demand from our customers, consumers and retailers for 'greener' packaging with requirements for convenience, performance and price," said Jeff Schuetz, staff vice president, Global Technology, Consumer Packaging. "Retailers and consumer product companies are increasingly integrating sustainability into their business strategies and looking for Sonoco to help make those efforts successful."

Sonoco's True Blue<sup>™</sup> line of sustainable packaging solutions and recycling services provides customers with packages that offer a clear environmental advantage over the package they were designed to replace through the use of more sustainable materials or source reduction or because they require less energy, water and/or raw materials to produce or result in fewer carbon emissions.

For PJ's Coffee of New Orleans, Sonoco developed and is producing vibrant, three-ply, foil-based flexible coffee bags that require 10 percent less material and 15 percent less energy to produce and result in 10 percent fewer carbon emissions than traditional four-ply flexible coffee bags.

Sonoco also helped Kraft Foods convert its Maxwell House, Nabob and Yuban<sup>®</sup> brands of coffee from metal cans to more environmentally friendly rigid paperboard containers without sacrificing abuse resistance or shelf life. Less costly and more environmentally responsible than metal, the new cans are made from paperboard that contains more than 50 percent recycled materials and has received chain-of-custody certification from the Rainforest Alliance's SmartWood program. The move to Sonoco's high-performance composite can bodies also reduced both brands' environmental footprint through a material, energy inputs and greenhouse gas emissions reduction.

"Our True Blue brand gives consumer product customers a one-stop shop for sustainable packaging solutions," said Schuetz. "By combining our True Blue line of products with our total packaging solutions capabilities, we're creating sustainable value for our customers."

Unilever USA strengthened its Suave<sup>®</sup> brand image, cut packaging costs and reduced its environmental footprint by working with Sonoco Global Plastics to redesign Suave's rigid plastic shampoo and conditioner bottles. The attractive new curve in the bottles' walls improved the overall strength of the bottles and reduced the resin required to produce the bottles by 16 percent.

Sonoco is also converting the world's leading infant formulas from metal cans to composite cans. Sonoco composite cans average 50 percent recycled content by weight and provide the same performance as traditional metal cans in abuse resistance and shelf life, but have a reduced environmental input--a reduction in material weight inputs, energy inputs, greenhouse gas emissions and certain regulated air emissions.

True Blue eco-friendly point-of-purchase displays like the one Sonoco's Global Services division designed and produced for Unilever's Vaseline<sup>®</sup> Sheer Infusion<sup>™</sup> body lotion are helping customers and their retail partners meet their sustainability and sales goals. By redesigning an existing floorstand wing unit, Sonoco cut the paperboard required to produce the display in half--from 65.2 to 32.65 square feet--without sacrificing its ability to attract customer attention.

One of Sonoco's new protective packaging designs for Hewlett-Packard (HP) LaserJet printers reduced the volume of foam required by more than half, cut the pack's corrugated weight by 69 percent and decreased overall packaging volume by 52 percent. Most of the pack's components are made from recycled paperboard, so it's easier to recycle than the previous protective packaging. And, although it's lighter, less expensive and more sustainable than the previous package, it provides the same level of product protection.

"Because we're not limited to just one sustainable packaging platform, technology or format, our customers can choose from a variety of innovative options that meet their unique needs," added Schuetz. "Our True Blue brand leverages Sonoco's extensive skill and experience in developing superior design concepts that meet our customers' performance, cost and sustainability requirements."

Sonoco is also helping customers reduce and ultimately eliminate landfill waste through its fast-growing Sonoco Sustainability Solutions (S3) waste-reduction consulting service. By identifying recycling alternatives for materials being sent to landfills and developing a more comprehensive recycling program at Unilever's Lipton Tea plant in Suffolk, Va., Sonoco helped the largest tea processing plant in the U.S. become a zero landfill facility in 2009.

### About Sonoco

Founded in 1899, Sonoco is a \$3.6 billion global manufacturer of industrial and consumer products and provider of packaging services, with more than 300 operations in 35 countries, serving customers in some 85 nations. Sonoco is a proud member of the Dow Jones Sustainability World Index 2010/2011. For more information on the Company, visit our Web site at <http://www.sonoco.com>.

A photo of the PJ's Coffee flexible bag is available at: <http://www.box.net/shared/static/y542ud68yp.tif>

The Vaseline Sheer Infusion P-O-P display photo is available at: <http://www.box.net/shared/static/0509q4fd6j.tif>

SOURCE: Sonoco

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