

## Sonoco Introduces MIRRORINK(TM) Process for Printed Flexible Packaging

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*Innovative new process is cost-effective, visually appealing and environmentally responsible*

HARTSVILLE, S.C., Jun 02, 2011 (BUSINESS WIRE) -- Today, Sonoco (NYSE: SON) announced a new printing breakthrough that produces a metallic finish without using the costly and time consuming de-metallization process. Sonoco's MIRRORINK(TM) Process produces a distinctive mirror finish to attract consumers' attention on store shelves while providing consumer packaging goods companies (CPGs) cost savings, improved environmental sustainability and increased speed to market.

Sonoco's MIRRORINK Process uses a proprietary metallic pigment made from real metal flakes that produce a mirror-like sheen when properly aligned. By registering the metalized ink only where necessary, this new process eliminates the waste stream of highly corrosive elements resulting from traditional de-metallization methods. The MIRRORINK Process also reduces water and energy consumption, making it more environmentally friendly. By skipping the time-consuming de-metallization process, products also are delivered to market more quickly.

Enhanced and more impactful graphics are another significant benefit of Sonoco's ground-breaking metalized ink alternative. "Confectioners, in particular, require products that not only appeal to consumer taste preferences, but are also packaged so they're just as tempting to the eye. It's essential that packaging resonate with shoppers' senses and influence them to choose a product over the dozens of options on the shelf," said Larry Graham, president of the National Confectioner's Association.

Sonoco worked with its graphics management and tooling business, Trident, and with a global manufacturer of metallic pigments to find a cost-effective and sustainable way to achieve its mirror-like finish for flexible packaging. By optimizing cylinder parameters to more efficiently transfer ink, and identifying the correct adhesives to prevent degradation of the pigment on the substrate, Sonoco discovered a metallic ink printing process unlike any in the marketplace.

"Our new MIRRORINK Process is revolutionary for metallic printing," said Bob Puechl, vice president and general manager of Sonoco's Global Flexibles Packaging division. "It's also another example of the strong commitment Sonoco has made to developing the most innovative and value-added products in the flexible packaging industry."

Sonoco's MIRRORINK Process provides finishes in silver and varying hues of gold. Flexible packages produced with this new process also are suitable for use with metal detectors commonly used in food packaging.

As part of its diverse packaging portfolio, Sonoco provides flexible packaging made from value-added rotogravure and flexographic high-performance laminations, as well as rotogravure cylinder engraving and global artwork management.

Learn more about MIRRORINK at [www.sonoco.com/productsservices/mirrorink.aspx](http://www.sonoco.com/productsservices/mirrorink.aspx).

### About Sonoco

Founded in 1899, Sonoco is a \$4.1 billion global manufacturer of industrial and consumer products and provider of packaging services, with more than 300 operations in 34 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 website at [www.sonoco.com](http://www.sonoco.com).

SOURCE: Sonoco

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