

Sonoco Introduces New Brand for its Displays and Packaging Services Business

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HARTSVILLE, S.C., Oct. 16, 2012 /PRNewswire/ -- Sonoco (NYSE: SON), one of the largest diversified global packaging companies, announced today that its CorrFlex point-of-purchase (POP) display and packaging services business will now operate under a new brand, Sonoco Display and Packaging.

(LOGO: <http://photos.prnewswire.com/prnh/20120403/CL80773LOGO>)

Sonoco acquired CorrFlex in 2004. The business designs, manufactures, assembles, packs and distributes temporary, semi-permanent and permanent POP displays. It also provides contract packaging, co-packing and fulfillment and supply chain services for major consumer product companies around the world.

"When we purchased CorrFlex, it made sense at the time to maintain the CorrFlex name because of its brand recognition in the marketplace. But our brand today has become more aligned with Sonoco, and it only makes sense that we make this transition," said Jeff Tomaszewski, general manager, Sonoco Display and Packaging.

"Clearly, the new name and brand more accurately describe what we do – display and packaging. But it also allows us to better leverage the Sonoco name – its long history, financial strength and reputation as a low-cost global leader in customer-preferred packaging."

Sonoco Display and Packaging operates 20 manufacturing and packaging facilities in the United States, Poland, Mexico and Brazil.

About Sonoco

Founded in 1899, Sonoco is a global provider of a variety of consumer packaging, industrial products, protective packaging, and displays and packaging supply chain services. With annualized net sales of approximately \$4.5 billion, the Company has more than 19,600 employees working in over 340 operations in 34 countries, serving many of the world's best known brands in some 85 nations. Sonoco is a proud member of the 2012/2013 Dow Jones Sustainability World Index. For more information on the Company, visit our website at www.sonoco.com.

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