

## Sonoco "Delivering on the Promise" at Pack Expo International 2012

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### Company's focus on this concept will help drive customer satisfaction beyond innovation and service

HARTSVILLE, S.C., Oct. 24, 2012 /PRNewswire/ -- Through the years, Sonoco (NYSE: SON) has built its reputation on its ability to deliver innovative packaging and high-quality service to customers worldwide. While these objectives will always remain top priorities, the Company is working harder than ever to better understand customers' opportunities and respond to their needs in several key impact areas.

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

"The idea behind 'Delivering on the Promise' is that we work to better understand the needs of our customers beyond manufacturing expectations," said Jack Sanders, Sonoco president and chief operating officer. "We work very hard at customer engagement – talking with them about their needs for shelf presence, product protection, visibility and security, and even recycling. Overall, this concept provides impact to our customers and helps satisfy their needs in a way that our competition will be challenged to match."

At Pack Expo International 2012, Sonoco will showcase how it differentiates itself from its packaging peers by delivering expertise and solutions in 12 impact categories that customers have indicated are valued in their businesses. These categories include:

**Interactive Package Development** – Next-generation packaging, including products for dosing and dispensing, packages with easy-open and reclose features and promotional ink technologies for film and paper laminates.

**Right-size Packaging** – Optimized packaging solutions for specific customer needs, ensuring the right amount of packaging – no more, no less.

**Product Protection** – Ultimate in product protection and cost management using a full range of materials – paper, foam, molded and formed plastics, wood or steel.

**Shelf Appeal** – Packaging and displays that deliver a clear brand message and cause shoppers to stop and take notice.

**Convenience** – Convenience features across a variety of packaging platforms: easy open and reclose, trays for microwaving or steaming and formats for portion control.

**Product Safety** – A commitment to developing packaging that delivers products to consumers safely – without damage or contamination.

**Retail Merchandising** – Delivering comprehensive, scalable, turn-key program management from high-impact packaging and display design through retail execution.

**Theft Deterrence** – Innovative and reliable theft-deterrent solutions and damage protection through blister packaging, radio frequency clamshell packaging, fusion sealing and electronic security labeling.

**Temperature Assurance** – Packaging for safe and efficient transport of temperature-sensitive products.

**Total Solutions** – A proven approach setting the industry standard for innovative, consumer-preferred products and seamless, single-source service.

**Recycled Content/Recycling** – An integrated system focused on creating value through community curbside collection, material recovery facilities, recycled paperboard mills and a broad range of expertise in use of recycled materials.

**Recycling and Landfill Diversion** – Expert service and customized recycling solutions to help customers achieve sustainability

goals.

Pack Expo attendees are invited to learn more about Sonoco by visiting the Sonoco exhibit at Booth #S-1562 in the South Hall of McCormick Place. For additional information about Sonoco or its daily Pack Expo activities, visit our website at [www.sonoco.com/packexpo2012](http://www.sonoco.com/packexpo2012).

### **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](http://www.sonoco.com).

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