

Sonoco Announces New Brand for its Protective Packaging Division

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2011 acquisition of Tegrant Corporation triggers need for updated branding

HARTSVILLE, S.C., Oct. 29, 2012 /PRNewswire/ -- With the integration of Tegrant Corporation into Sonoco (NYSE: SON) approaching its one-year anniversary, Sonoco is rolling out a new brand for its growing protective packaging segment, **Sonoco Protective Solutions**.

(Logo: <http://photos.prnewswire.com/prnh/20121029/CL01629LOGO>)

The new protective packaging segment is comprised of Sonoco's legacy protective packaging businesses, as well as Tegrant's three brands: Alloyd, Protexic and ThermoSafe. Sonoco Protective Solutions provides highly engineered, custom-designed fiber-based and expanded-foam protective packaging, temperature-assurance packaging and retail security packaging solutions.

"This branding strategy allows us to successfully leverage our diverse technologies and the combined talents of our protective packaging employees. It also allows us to take advantage of the Sonoco name while continuing to build on the Company's strong reputation for total solutions capabilities," said Ron Leach, vice president, Sonoco Protective Solutions.

"It was equally important that our brand encompass all that we do within our Protective division beyond engineered products and services, such as research, testing and consulting. With Sonoco Protective Solutions, we are confident we've accomplished that goal and created a 'common-sense' brand for those not familiar with our business."

Leach said the new branding strategy will also keep key brands like Alloyd and ThermoSafe in the marketplace for the foreseeable future. As part of the new strategy, Alloyd Brands will operate as Sonoco Alloyd, and ThermoSafe Brands will do business as Sonoco ThermoSafe. Both business units will operate under the Sonoco Protective Solutions umbrella.

To learn more about the new Sonoco Protective Solutions business, stop by our booth at Pack Expo (Booth #S-1562 in the South Hall) or visit <http://www.sonoco.com/productsservices/protectivesolutions.aspx>.

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 349 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 <http://www.sonoco.com/>.

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