Melitta USA Converts to Sonoco's Paperboard Composite Container

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HARTSVILLE, S.C., Oct. 30, 2012 /PRNewswire/ -- As the world's largest producer of composite cans, Sonoco (NYSE: SON), is helping Melitta USA move from traditional metal cans to high-performance composite cans that deliver better shelf appeal and a reduced environmental footprint.

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

Melitta, which has been roasting premium European-style coffee at its location in Cherry Hill, N.J., for over 40 years, has converted its 603- and 401-volume coffee cans to Sonoco's lighter weight paperboard composite container made from recycled and recyclable content. Sonoco's rigid paperboard containers weigh less than metal cans, making them less expensive to ship, and they perform as well as metal canisters in abuse resistance and shelf life.

"With the new cans, we're offering consumers the same premium product in a package that they can feel good about purchasing – a lighter weight option made from renewable and recyclable materials," said Jeff Bridges, vice president, Melitta USA.

"Additionally, we were very pleased with the conversion process," Bridges continued. "Over the past two years, Sonoco's team of dedicated quality and technical experts has provided us with the most seamless transition possible."

The can is spiral-wound from 100-percent recycled paperboard and includes a high-barrier liner that locks out moisture and locks in product aroma and taste. Because there are no ribs on the new can, the smooth surface provides superior graphic bill boarding and shelf appeal.

Howard Coker, vice president, Global Rigid Paper and Closures, noted, "Sonoco's composite coffee can provides Melitta not only with reliable product protection and superior branding, but also a smaller environmental footprint."

About Melitta USA

Melitta USA, is part of the privately held Melitta Group of Minden, Germany, and is responsible for the sales and marketing of Melitta coffee filters, coffee and non electric coffee systems in the USA. For over a hundred years, Melitta has dedicated itself to providing the ultimate coffee experience with its premium line of gourmet coffees, coffee filters, and high quality coffeemakers, bringing European Indulgence to everyday life.

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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