

Sonoco Awarded Two Golden Cylinders for Flexible Packaging Innovations

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LEGO Hero Factory reclosable stand-up pouch wins top packaging award

HARTSVILLE, S.C., Oct. 30, 2012 /PRNewswire/ -- Sonoco (NYSE: SON), one of the largest diversified global packaging companies, received two Golden Cylinder Awards for flexible packaging innovations from the Gravure Association of America (GAA) at its recent Packaging and Products Conference held in Chicago, Ill.

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

Flexible stand-up pouches produced by Sonoco for LEGO Group's Hero Factory toy lines received GAA's "Best of the Best" recognition in the Packaging Category for delivering a new, reclosable flexible packaging option with high-impact graphics. The graphics provide unique differentiation on retail store shelves, said Bob Puechl, vice president, Sonoco Flexibles.

"In working with LEGO's packaging team we tapped into Sonoco's 'total solutions' capabilities to deliver every aspect of the new packaging. To create differentiation, our artwork management team adapted and improved graphics used in rigid paper and plastics formats and incorporated them to fit a new shaped pouch design that would catch the consumer's eye. Our rotogravure cylinders and separations business delivered the intricate detail needed for the package and the brand. The fine-screened colors are produced from line and process colors. Tight registration and color controls ensure detail and color balance on the package. The superiority and quality of the gravure process, working in close alignment with our graphics capability, was able to deliver the consistency and pop required by the customer," Puechl added.

Sonoco's work with LEGO does not end with its rotogravure presses, said Jeff Tomaszewski, division vice president and general manager of Sonoco Display and Packaging. "Our dedicated LEGO packaging centers in Mexico and Poland fulfill every pouch with the precise brick formulation to reward LEGO consumers with a consistent and fun product."

Rob Tiede, vice president, Sonoco Flexibles, Display and Packaging, noted, "Sonoco's complete line of packaging services – from design, to artwork management, to color separations and cylinder engraving, to rotogravure printing and finally packaging fulfillment – is truly delivering on the promise for our customers. No other packaging company can come close to providing such a complementary packaging solution."

Sonoco also received a Golden Cylinder Award for producing a new rotogravure printed flexible package to help celebrate the 100th birthday of Mondelez International's Oreo® brand. Mondelez International, which comprises the global snacking and food brands of the former Kraft Foods, developed a new "Birthday Cake" flavored cookie, which required a new package. Sonoco worked closely with Kraft Food's design agency to develop a design and to engrave cylinders that would run effectively on Sonoco's rotogravure presses, resulting in the award-winning package.

To learn more about Sonoco's Display and Packaging business, stop by our booth #S-1562 at Pack Expo, or visit our website at <http://www.sonoco.com/productsservices/graphicsmanagement.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 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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