

Sonoco Display and Packaging Receives Top Awards for Marketing to Seniors at Retail

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HARTSVILLE, S.C., Oct. 31, 2012 /PRNewswire/ -- Sonoco (NYSE: SON), one of the largest diversified global packaging and services companies, today announced that its retail point-of-purchase display and packaging business won two of the top awards at the inaugural Retail Innovation Fair presented by the Wake Forest University Center for Retail Innovation.

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

Sonoco received the Best Consumer Engagement Award and the People's Choice Award at the CVS Caremark-sponsored event, which was themed, Marketing to an Aging Population. The event showcased the latest retail marketing ideas for engaging today's senior shoppers and attracted exhibitors, sponsors and attendees representing many of the best-known names in retail.

"There's a silver tsunami coming as the Baby Boomer population become seniors," said Professor Roger Beahm, executive director of the Center for Retail Innovation. "As the size of this demographic grows, so do the retail marketing opportunities."

Sonoco presented its award-winning exhibit in a "total store solution" format, integrating a mix of in-store promotional packaging and merchandising displays to highlight industry best practices for marketing to seniors. The CVS Caremark Best Consumer Engagement Award was chosen by a panel of CVS executives, while the People's Choice Award was voted on by event attendees.

"Our retail display and packaging team does an outstanding job helping our customers maximize their in-store branding and sales opportunities," said Jeff Tomaszewski, division vice president and general manager, Sonoco Display and Packaging. "To receive further validation for our expertise in marketing to seniors in particular is extremely gratifying."

About Sonoco

Founded in 1899, Sonoco is a global provider of a variety of consumer packaging, industrial products, protective packaging and packaging supply chain services. With annualized net sales of approximately \$5 billion, the Company has more than 19,000 employees working in 340 operations in 34 countries, serving some of the world's best known brands in some 85 nations. Sonoco is a proud member of the 2011/2012 Dow Jones Sustainability World Index. For more information on the Company, visit our website at www.sonoco.com

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