

Sonoco Display and Packaging Receives Four Awards at 2012 Design of the Times Competition

November 6, 2012 11:01 AM ET

HARTSVILLE, S.C., Nov. 6, 2012 /PRNewswire/ -- Sonoco Display and Packaging, the point-of-purchase (POP) display and packaging services business of Sonoco (NYSE: SON), has been awarded four Design of the Times awards, including a prestigious Platinum award, by the Path to Purchase Institute.

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

The Display and Packaging group won the following awards:

- Platinum, Home/Hardware category – Scotts® Snap® Spreader Launch Bridge for The Scotts Miracle-Gro Co.
- Gold, Home/Hardware category – Scotts® Snap® Spreader Launch Bridge for The Scotts Miracle-Gro Co.
- Gold, Mass Merchandisers, category – P&G Pringles® Gravity-feed Endcap for Procter & Gamble, in partnership with Saatchi & Saatchi X
- Silver, Drug category – Allegra® RX-to-OTC Launch Display for Chattem Inc.

"It is very rewarding to have our talented group recognized for effectively demonstrating Sonoco's ability to deliver on the promise of providing superior retail merchandising and shelf appeal for our global customers," said Jeff Tomaszewski, general manager, Sonoco Display and Packaging.

Sonoco's entries made it through two rounds of judging during the competition, including a first round in August 2012 at Target Corp.'s headquarters in Minneapolis, Minn. Judges evaluated hundreds of entries from eight retail channels based on the Four C's of Effective in-store Activation:

- Command attention,
- Connect with the shopper,
- Convey information, and
- Close the sale.

Judges scored entries on a scale of one to five for each attribute and chose 85 finalists, based on average point total, to move on to the second and final round, held on Oct. 16, at the Shopper Marketing Expo. Finalists were awarded bronze, silver, gold, platinum or Best of the Times status. Finalists with the top average score in each retail channel received platinum status, and the finalist with the highest score overall won "Best of the Times" for 2012.

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

SOURCE Sonoco

Sarah Anderson, +1-843-383-7859, sarah.anderson@sonoco.com