



Sonoco Receives Outstanding Marketing at Retail Achievement Awards

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HARTSVILLE, S.C., May 2, 2013 /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 services business won three awards at the Point of Purchase Advertising International (POPAl) 55th annual Outstanding Marketing at Retail Achievement (OMA) competition.

(Logo: <http://photos.prnewswire.com/prnh/20120403/CL80773L.IMG>)

POPAl's annual OMA competition recognizes the most innovative and effective retail promotions. Approximately 500 entrants from more than 100 companies were adjudicated in 26 industry categories during [this year's competition](#), held during GlobalShop 2013 in Chicago. Entries were judged on innovation, interactivity, design and the proven ability to lift sales.

Sonoco won three OMA awards, including a Silver award for its Michelin Defender[®] Tire Demonstrator semi-permanent display and a Bronze award for its Robert Bosch STEEL TECH[™] Wiper temporary endcap display, both in the services and transportation category, and a Bronze award for its Elizabeth Arden[®] Justin Bieber Someday fragrance launch temporary etagere display in the drug store retailer category.

"I am very proud of our talented retail merchandising team, which has again been recognized for its ability to work with our customers to create effective marketing solutions," said Jeff Tomaszewski, division vice president and general manager, Sonoco Display and Packaging.

Photos of these award-winning displays can be downloaded using the following link: <https://www.box.com/s/nxf80oqs9wrr8e087uop>.

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 \$4.8 billion, the Company has 19,900 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.

SOURCE Sonoco

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