

Sonoco Alcore Launches Website

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BRUSSELS, Aug. 8, 2013 /PRNewswire/ -- Sonoco Alcore, a wholly owned subsidiary of Sonoco (NYSE: SON), today announced the launch of the first phase of a new website, www.sonocoalcore.com, that provides visitors with Sonoco Alcore-specific content organized around their market and needs.

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

"This new site will help us consistently communicate with our existing customers and make it easier for potential customers to find us," said Cedric Welterlin, director, Marketing and Commercial, Sonoco Alcore. "Additionally, our site allows visitors to access it from a multitude of devices at their convenience."

Our sales and marketing team can easily update the site's content, ensuring our visitors are receiving fresh information. The new site is professional and streamlined, and gives visitors a clear understanding of who we are, how our products and services can help them and how they can contact us."

Elements of the new website include: easy-to-use navigation; a new locations database where visitors can more easily identify Sonoco Alcore facilities around the globe, checking to see what they manufacture and if they are certified; database-driven news and events areas so that visitors can stay up-to-date on news and trade events; links to downloadable PDF brochures; a home page that regularly rotates content, providing the Company with a prominent space to feature new products, new technologies or news announcements; and links to social media outlets.

Phase I of the new website, which is in English, began in January. Phase II of the project, which will focus on additional language capabilities, is expected to be complete by mid-year 2014.

Sonoco Alcore S.a.r.l. is wholly-owned by Sonoco (NYSE:SON) and operates 28 tube and core plants and five paperboard mills in Europe.

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 more than 19,900 employees working in 347 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.