

Sonoco Receives Gold Flexible Packaging Achievement Award for LEGO Pouch

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LEGO Hero Factory Stand-up Pouch Recognized for Sustainability and Environmental Achievement

HARTSVILLE, S.C., March 18, 2014 /PRNewswire/ -- Sonoco (NYSE: SON), one of the largest diversified global packaging companies, received a gold Flexible Packaging Achievement Award in the Sustainability and Environmental Achievement category from the Flexible Packaging Association for its stand-up pouch with reclosing feature for LEGO Hero Factory.

Using its range of packaging materials and services, combined with the Company's deep technical knowledge, Sonoco provided LEGO with a 360° Customized Solution™ for its popular toy by:

- Utilizing consumer insights to gain an understanding of the retail competitive market and what customers were looking for from a usability standpoint
- Designing an innovative new packaging format in the toy category –a stand-up pouch, by creating the pouch's structural design and graphics
- Performing color separation, cylinder engraving and printing and laminating the rollstock
- Managing pouch converting
- Filling the pouches at its packaging centers in Mexico and Poland, providing the precise brick formulation to reward LEGO consumers with a consistent and fun product

"Using our formalized i6 Innovation Process™, our team took a holistic look at LEGO's needs, the needs of their consumers and the demands of their retail environment, and created an innovative packaging solution to a marketing challenge," said Bob Puechl, vice president, Global Flexibles. "We're proud to have that effort recognized with this prestigious award."

The pouch's bright graphics, adapted from those used in rigid paper and plastics formats and delivered by a superior rotogravure printing process, provide shelf appeal and an eye-catching pop. The press-to-close feature makes it easy for even small hands to access and put away the LEGO bricks.

Additionally, using the Packaging Impact Quick Evaluation Tool (PIQET), a streamlined life cycle assessment tool, Sonoco found that the pouch, made from PET and LLDPE, reduces carbon footprint significantly versus a plastic canister or a cardboard box. The pouch weighs 80 percent less than both boxes and canisters, providing a sustainable and fun packaging option for toy lovers everywhere.

The Annual Flexible Packaging Achievement Awards competition, held by the Flexible Packaging Association, recognizes pouches, bags and flexible packages that raise the bar for convenience, sustainability and shelf appeal. Of 81 entrants, 22 packages were recognized with 26 awards in four categories: Packaging Excellence, Printing Achievement, Technical Innovation and Sustainability & Environmental Achievement.

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 \$4.9 billion, the Company has more than 19,900 employees working in 335 operations in 33 countries, serving many of the world's best known brands in some 85 nations. Sonoco is a proud member of the 2013/2014 Dow Jones Sustainability World Index. For more information on the Company, visit our website at www.sonoco.com.

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