

Sonoco Awarded 2016 PAC Global Leadership Award for Flexible Packaging

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HARTSVILLE, S.C., Jan. 26, 2016 (GLOBE NEWSWIRE) -- Sonoco (NYSE:SON), one of the largest global diversified packaging companies, has been recognized with a 2016 PAC Global Leadership GOLD Award for Packaging Innovation for its flexible squeeze pouch developed for Daisy® brand sour cream.

The innovative 14-oz. Daisy Squeeze package is an inverted, wedge-shaped pouch with a flip-top dispensing closure featuring a silicone dispensing valve and a tamper-evident pull ring. It provides an easy-to-use, easy-to-dispense, mess-free, recloseable package. The proprietary pouch design was introduced in February 2015 and is currently available nationwide. Daisy and Sonoco worked with partners Aptar for the closure and Continuum Innovation for the design and development.

“This award for innovation was a result of collaboration,” said Pete Gioldasis, director of marketing, Sonoco. “By leveraging insights into how consumers use sour cream as both a topping and an ingredient for cooking, along with expertise in materials, lamination processes, dispensing fitments, market research and design, the team was able to deliver a new package that not only protects the high quality of the contents, but also solves multiple functional consumer challenges and differentiates the brand on the shelf, while meeting production efficiency requirements, and being easy to merchandise alongside current packaging in a variety of store formats.”

The Packaging Consortium’s PAC Global Leadership Awards give industry-based, peer recognition for excellence in all formats of packaging, in branding and graphic design, in technical aspects and in sustainability. The PAC Packaging Competition is the longest running competition in North America, and showcases leadership in new brand packages, brand revitalization and packaging innovation.

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 \$5.0 billion, the Company has 20,800 employees working in more than 330 operations in 34 countries, serving some of the world’s best known brands in some 85 nations. Sonoco is a proud member of the 2015/2016 Dow Jones Sustainability World Index. For more information on the Company, visit our website at www.sonoco.com.

Contact: Hilary Culbertson
+843/383-7859
hilary.culbertson@sonoco.com



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