

Sonoco Honored With FPA Gold Award for Daisy Sour Cream Pouch

March 2, 2016 3:01 PM ET

HARTSVILLE, S.C., March 02, 2016 (GLOBE NEWSWIRE) -- The Flexibles division of Sonoco (NYSE:SON), one of the largest global diversified packaging companies, has been recognized with a Gold Achievement Award from the Flexible Packaging Association for its high-performance film laminate contributions to the Daisy Sour Cream squeezable pouch, which was developed in collaboration with Daisy Brand, Aptar (dispensing closure & fitment) and Continuum (innovation design).

The innovative Daisy Squeeze package is an inverted, wedge-shaped pouch with Aptar's flip-top dispensing closure featuring a SimpliSqueeze[®] valve and 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. View photos of the product at <https://app.box.com/s/oxffjrjruqe2dnbrha7xmsinqkvhs5z18>.

"By leveraging insights into how consumers use sour cream as both a topping and an ingredient, along with expertise in materials, lamination processes, dispensing fitments, market research and design, this collaborative 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," said Pete Gioldasis, director of marketing, Sonoco. "It differentiates the brand on the shelf, while meeting production efficiency requirements."

The Flexible Packaging Association has conducted the annual Flexible Packaging Achievement Awards competition since 1956 to showcase the industry's innovation and the advances that have changed packaging, and it remains among the most respected in the industry. This year, from a total of 164 entries, 19 packages were honored with 20 Achievement Awards. Winners and entrants are featured in the 2016 FPA Flexible Packaging Achievement Awards & Innovation Showcase, available at www.flexpack.org.

Sonoco's flexible packaging division offers optimized performance, functional innovation, retail impact and flexible integration. The Company's key flexibles technologies include award-winning flexographic and rotogravure printing, high-barrier laminations, precision scoring, integrated reclose features including its patented SmartSeal[®] and SealTab[®] closures, specialty coatings and films, prototyping and graphics management.

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 21,000 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: Julie Scott
+843/383-7794
julie.scott@sonoco.com



Sonoco Products Company