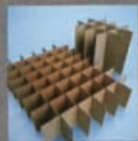


**YOU GET MORE  
OUT OF PACKAGING  
WITH SONOCO**







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**E**xpect more than a packaging supplier when you work with Sonoco. Because what you'll get is a partner who combines forces with you to achieve your goals.

As your partner, it's our responsibility to understand your packaging requirements thoroughly, and satisfy them completely.

That's why we listen to you with exceptional care. It enables us to make products from your perspective. So the packaging you get works exactly the way you want.

To help make you more successful, we always look for ways our packaging can add value to your products. More consistent quality, better graphics, easier use—we'll work with you to make your products worth more to your customers.

To help improve production efficiencies and cut costs, you can have a team of Sonoco consultants come to your plant, free. Their recommendations could save you thousands of dollars.

To help you order quickly and easily, we've set up an Electronic Business Data Interchange. It eliminates telephone tag, repetitive paperwork, mailing costs—all those time-consuming chores that can make ordering so frustrating.

To help you operate more efficiently and reduce inventory, we can schedule deliveries to coincide with your production cycles. Hundreds of manufacturing facilities worldwide mean we respond to your needs quickly, wherever you are.

Companies of all sizes, around the world, in a wide variety of industries have benefited by working as partners with us. You'll read about some of them in the following pages.

What's in Sonoco packaging for you? Try us and see.

You get more out of packaging with Sonoco.

Our job is to understand your packaging requirements thoroughly, and satisfy them completely.





## Packages for consumers give you more value

Competition for shelf space and consumers' attention is growing tougher. So your packaging has to work harder for you. That's why Sonoco packs exceptional value into all our consumer packaging products. We combine the light weight and durability you need to cut costs, with the innovative constructions and standout graphics it takes to boost sales.

■ One manufacturer of glues, caulks, and sealants reduced production costs and improved brand recognition with custom designed Sonoco fibre cartridges. The cartridges are so consistent in quality, they've cut filling line downtime 50%. And their snappy four-color graphics help differentiate the brand in a commodity category.

■ Another customer wanted to repackage its very popular peanut butter brand to enter the food service market—as quickly as possible, with minimum investment. Sonoco's solution? A lightweight, airtight, unbreakable, reclosable composite can that could be filled on existing lines with only slight modifications. Wrap-around graphics took advantage of the brand's high recognition, helping it gain rapid acceptance in a new market.

■ Speaking of markets, supermarkets across the country are boosting front-end productivity as much as 25% with Sonoco's QuikMate® plastic grocery sack system. We designed a system to take the strain of loading groceries off the packer, reducing the number of bag set-up motions from eight to one, and shortening supermarket lines. That makes the hardworking QuikMate® sack even more valuable to its users.

Whatever you put in, you get more out of packaging with Sonoco. More performance. More value. More customers. And more sales.

Sonoco packaging helps boost sales by differentiating and adding value to your products.



Super strong QuikMate® sacks help customers transport groceries more easily, and increase your productivity significantly.



Cans and cartridges. We'll develop a package for you that cuts your costs and moves your product.



Oven Easy® CPET trays combine shelf appeal with freezer-to-oven convenience.



A variety of easy-to-open, simple to use ends and closures are available for virtually any can.



## Packages for materials handling and distribution give you more efficiency

**F**inding more efficient, cost effective ways to store, handle, and ship your products is a challenge we welcome. Sonoco has a host of ideas for solving your handling problems. And we're continually refining and researching new ones, as new applications arise.

■ With help from Sonoco's fibre drum division, a leading dyestuffs supplier improved handling efficiencies 20%. Instead of moving drums one at a time, we recommended loading them on the forklift in shrink-wrapped lots of 18. Not only did this reduce labor costs, it also kept drums clean—an important competitive advantage in the dyestuffs business.

■ Our Baker division helped a Canadian mining company save \$60000 yearly with a custom built cable reel. Each new reel holds over three tons of high voltage feeder cable—more than six times the capacity of reels previously used—streamlining shipping and installation, and saving both material and handling costs.

■ A South Carolina textile manufacturer is distributing its goods 67% faster, thanks to Sonoco's fibre storage tube system. Before, warehouse workers unstacked, then restacked pyramids of 300–500 pound fabric rolls to fulfill orders. Now, workers pick fabrics directly from the storage tubes with a forklift, then drive the order right onto the trailer.

If you have a problem storing, handling or shipping materials, talk to us. We'll work with you to get packaging that solves it.

Fibre drums provide attractive, lightweight, disposable shipping containers for both industrial and consumer products.



High performance plastic drums are considerably lighter than steel, and provide superior corrosion resistance.



Our Baker division offers a full selection of reels for any product from heavy wire rope, to fibre optic cable.



Storage tube systems dramatically increase warehouse efficiency, while reducing product damage.



Fibre partitions protect products in transit, cost effectively.







## Packages for manufacturing give you more productivity

Since 1899, Sonoco has helped manufacturers improve their productivity with innovative industrial packaging. That year, Sonoco began making paper textile winding cones to replace heavy, expensive wooden ones.

Today, continuous research and in-depth understanding of the needs of the textile, paper and converting industries allow us to work as partners in raising productivity and quality.

■ A high volume polyester producer worked with us to find ways to make its already efficient operation even more productive. Result? Refinements in the design of Sonoco's **textile cones** improved string-up efficiencies 11%, saving thousands of dollars.

■ A major film manufacturer saved \$200,000 a year winding its thin gauge polystyrene on **cores** specially developed by Sonoco to eliminate undesirable film marking. Not only did this help by reducing costly returns; it also helped our customer maintain a higher quality standard, conveying extra value to its converting customers.

■ By switching to **pre-cut and pre-capped cores** from Sonoco, a large U.S. paper mill eliminated the waste and labor of cutting its own cores. The company projects a five year savings of \$1 million.

Talk to us about your manufacturing operation. Because if there's a way we can help you improve your productivity, we'll find it.

Since 1899, Sonoco packages have helped textile manufacturers become more productive and competitive.



Pre-cut, pre-capped paper mill cores can save manufacturers as much as a million dollars in just five years.



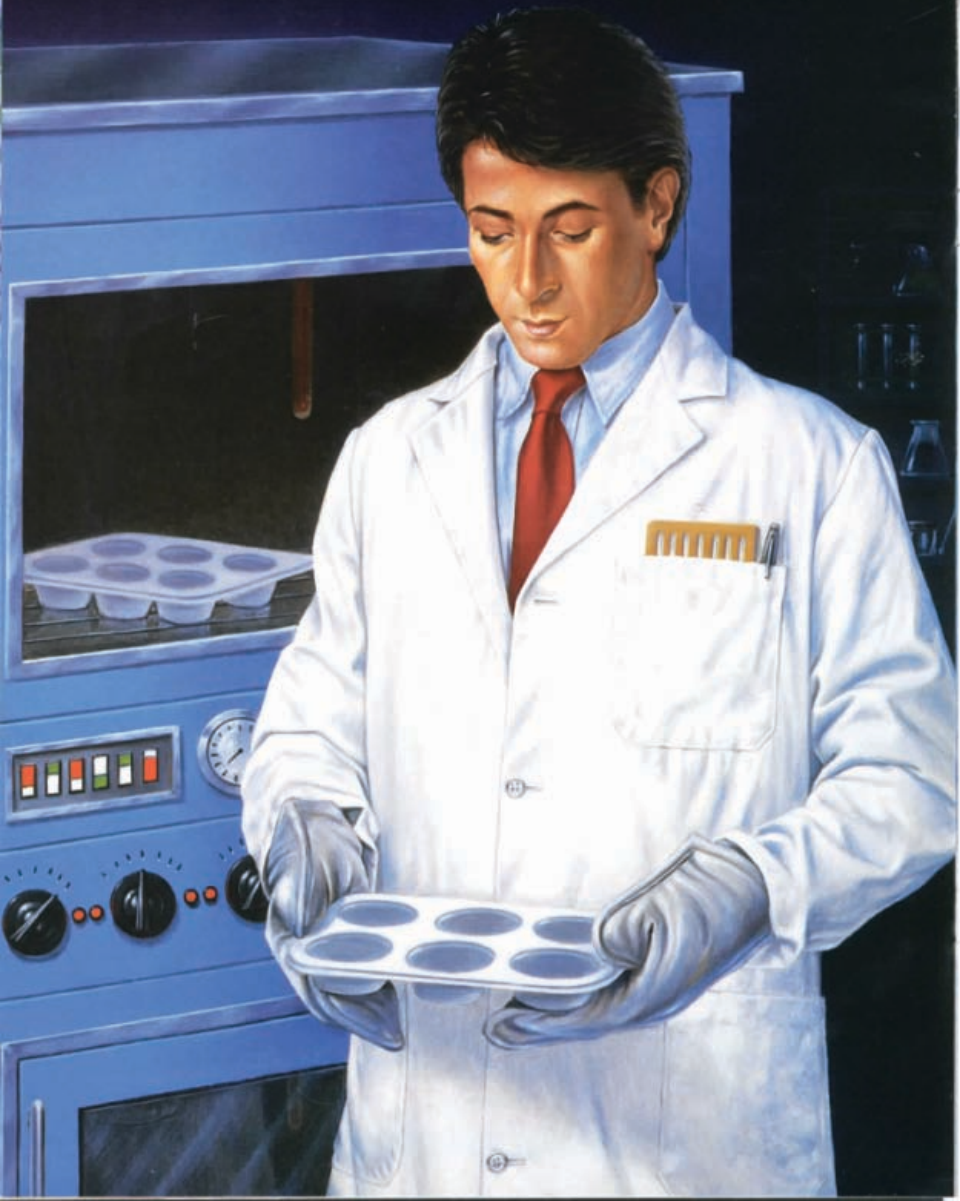
Film cores conform to rigorous quality standards, allowing faster winding speeds and reducing waste.



Combining tremendous strength with light weight, Sonoco products provide considerable savings in construction applications.



Tape cores provide consistent, trouble-free winding.



## Package development helps you compete

**I**nnovations in packaging that help our customers compete and prosper made Sonoco the billion dollar-plus company it is today.

That's why research and development is an important priority for us. To work out new ways to make you more competitive, Sonoco has major research labs for industrial and consumer packaging. So when you develop new products, research new ways to market old ones, or refine your manufacturing processes, we can work with you to create packages that accomplish your goals.

■ A leading New England food service company wanted to sell frozen muffin batter to in-store bakeries, pre-packaged and ready to go from freezer to oven, an easy, cost effective way for stores to market fresh muffins, but the package had to work in the freezer, oven and microwave, and appeal to consumers. The answer? Custom molded **Oven Easy**® CPET trays from Sonoco. Consumers preferred the clean, white look of the CPET trays to traditional foil.

■ When consumer demand for convenient packaging caused a switch from cans to **plastic bottles**, the motor oil industry turned to Sonoco. So we developed a new, rectangular bottle, and helped oil packagers change over their production lines. The new bottles really stood out on the shelf. Plus, consumers liked the easy-handle, easy-pour design.

■ To provide copier manufacturers with a combination toner package and supply reservoir, Sonoco engineered a **paperboard dry toner cartridge**. The lightweight, dimensionally stable package dispenses powdered chemicals precisely, even in hot, dry environments.

If you're looking for successful new packaging ideas, you'll find them at Sonoco.

A strong commitment to extensive laboratory research and testing has resulted in great strides in advanced packaging development.



New packages from Sonoco, like this lightweight, precision dispensing toner cartridge, help you compete and prosper.



Our fibre drum division has made numerous technological breakthroughs in semi-bulk packaging.



Innovative can closures, like the Ultraseal® membrane being tested here, add value to consumer packages.





BOYSCOUTS OF AMERICA

bedding

RICHARDSON

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## You get more out of our packaging because we put more in

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To make Sonoco packages more valuable for you, our manufacturing processes are designed to lock in value at every stage of production.

To this end, Sonoco has developed strong, vertically integrated capabilities. You benefit by cost efficiencies, reliable supply and consistent quality because we supply most of our raw materials.

Most of the paperboard used in your tubes, cores, and other converted paper products is made in our own mills. Sold externally as well, we make over 500 grades of paper worldwide. Sonoco is a major recycler—one of the top five in the country, using over 800,000 tons of wastepaper annually. Sonoco also produces corrugating medium—about 150,000 tons a year—and has a forest products operation to support that production.

We design and manufacture our converting machinery, as well as help customers engineer or modify production equipment.

And to keep it all together, Sonoco makes both hot melt and water based adhesives.

Sonoco recycles over 800,000 tons of paper annually, making us one of the top consumers of wastepaper in the paperboard industry.



Sonoco produces paperboard for outside sale, as well as internal use.



Adhesives and specialty chemicals for package manufacturing are provided by our adhesives division.



Sonoco manufactures much of its own converting machinery.

