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Sonoco's sustainability efforts recognized twice in one week

On September 21, 2009, Sonoco announced that it had been selected to join the Dow Jones Sustainability World Index (DJSI World). Companies included in the DJSI World are considered the global leaders in economic performance, environmental stewardship and social responsibility.

"We are very pleased to join the elite DJSI World because it recognizes the importance Sonoco places on being a leader in sustainable packaging and recycling services," said Harris



**Dow Jones
Sustainability Indexes**
Member 2009/10

DeLoach, adding that only three global packaging companies are members of the index. "Pursuing the 'triple bottom line' of sustainability by balancing and integrating environmental stewardship, social responsibility and economic performance within our business strategy and culture is helping Sonoco become more competitive and better prepared to meet the challenges of a changing global economy."

Only seven U.S. companies were added to DJSI World in 2009, and only about 10 percent of the approximately 3,000 companies invited to participate in the program were selected for inclusion. The Dow Jones Sustainability Indexes, launched in 1999, were the first global indexes to track the financial performance of leading sustainability-driven companies worldwide.

According to DeLoach, Sonoco's addition was the result of significant improvements in its ranking on a number of environmental stewardship and social responsibility factors. "The Company's 2009 score improved 17 percent from 2008, highlighting the progress we're making in all of our global operations. We also received best-in-class marks in our industry for improvements in closed loop business models, corporate citizenship/philanthropy and labor practice indicators."

Two days later, *Newsweek* announced that Sonoco had also been ranked one of the 100 greenest large U.S. companies in the magazine's first Green Rankings, which evaluated the country's 500 largest companies on their environmental performance, green policies and reputation. Sonoco was listed 94th, the best ranking of any U.S.-based packaging company.

"When you look at the companies that made the top 100 and consider the in-depth

research done to create the rankings, we're extremely proud to be recognized," said DeLoach. "Our commitment to sustainability is being recognized by the best and that is very gratifying for our employees and all of our other stakeholders."

Sonoco provides Kraft with an eye-catching total packaging solution

Kraft Foods has switched from traditional metal cans to less costly, more environmentally friendly, high-performance Sonoco paperboard composite cans for one-pound packages of its Maxwell House coffee. Maxwell House is the second-largest brand of coffee in the United States.

This important conversion points out the unique value of Sonoco's total packaging solutions capabilities to customers. Sonoco produces all six components that make up this new composite can and provides them as a complete packaging solution to Maxwell House at its Florida and California filling plants. The can is spiral wound using 100-percent recycled paperboard and contains a high-barrier liner to ensure great tasting coffee cup after cup. The can's innovative lid, produced using Sonoco's patented Sealclick® plastic closure technology, reseals tightly every time, keeping the coffee inside fresh. Kraft has named this new overcap the "Flavor Lock Lid," and is promoting the fact that consumers can quickly and easily tightly reseal the can by pressing on the center of the lid with their thumbs.

The can's Ultraseal® membrane end, specifically created by Sonoco for non-processed applications like coffee, features a valve to release the built-up pressure that can occur during coffee packaging and provides a hermetic seal until it is removed. Sonoco also produces the can's metal bottom.

To help the new Maxwell House coffee container stand out on crowded store shelves, Sonoco used its state-of-the-art gravure cylinder engraving technology and rotogravure presses to give the package an upscale image. And with no visible ribs, the can's smooth surface provides exceptional billboarding for Kraft's new Maxwell House graphics. Four Sonoco divisions—Global Rigid Paper and Closures, Global Flexibles, Global Plastics and Primary Materials—and 11 plants are producing the components for the new Maxwell House coffee container.

"Our unique ability to provide customers with complete and customized packaging solutions and turn-key project management sets Sonoco apart in the industry," said Charles Sullivan, executive vice president, Consumer. "A coordinated team of employees from many business units collaborated on this venture for some time. The result is an appealing package that meets the customer's performance requirements and saves money."



**Newsweek
GREEN
RANKINGS**

2009

Awards and Accolades

- Sonoco was recognized in the **International Design Excellence Awards (IDEA) competition** for the new protective packaging design it co-developed with Hewlett-Packard for its large LaserJet office printers. Selected from more than 1,500 entries to IDEA, the new design significantly reduces the amount of packaging material needed.
- RISI, the leading information provider for the global forest products industry, named Sonoco Chairman, President and Chief Executive Officer Harris E. DeLoach Jr. one of the industry's most powerful people by including him on its **2009 Top 50 Power List**.
- On August 31, 2009, Sonoco was one of **107 Dividend Champions**. Companies on this elite list have provided shareholders with more than 25 years of consecutive dividend increases.
- Gloria Bell, Sonoco's director of internal audit, was presented with the **2009 Woman of Achievement Award** at the Greater Hartsville Chamber of Commerce's 44th Annual Women in Business Celebration. Bell has been with Sonoco 30 years.

The Maxwell House coffee rigid paperboard container is also more sustainable than a metal can—it requires fewer raw materials and less energy to produce, which results in reduced greenhouse gas emissions. And the recycled paperboard that makes up most of the container's weight is also chain of custody certified by the Forest Stewardship Council, the Sustainable Forestry Initiative and the Programme for the Endorsement of Forest Certification.

"Meeting our customers' sustainability expectations is as important to the success of our total packaging solutions model as achieving their cost and performance requirements," said Sullivan. "Sonoco will continue to invest in the technology and expertise needed to expand our sustainable products and services."

Sonoco Launches True Blue™ new brand for sustainability

At the Sustainable Packaging Forum in Atlanta, Ga., in September, Sonoco launched True Blue™, a new umbrella brand for packaging solutions and recycling services that have

met stringent sustainability requirements.

"For more than a century Sonoco has been engaged in 'green' initiatives, long before sustainability was considered important. Now, we are taking our efforts to a new level,

a True Blue level, with the creation of a brand for our packaging products and recycling services," said Charles Sullivan.

"Customers now have a one-stop shop when looking for sustainable packaging solutions that reduce environmental impact. The True Blue brand focuses our environmentally responsible offerings to meet the unique needs of our customers whether they need composite cans, flexible packaging, rigid plastic containers, ends and closures, protective packaging or a customized solution."

To qualify for the Sonoco True Blue program, a package must clearly offer an advantage over the package it is intended

to replace, either through the use of more sustainable materials or source reduction. A package may also qualify if during the production process it uses less energy, water or raw material, or results in fewer carbon emissions. Any of these improvements should be verifiable via a life-cycle assessment, by third-party certification or through recognition from an independent industry organization.

Sonoco has developed a proprietary sustainable packaging design software program that helps customers reduce their packaging environmental footprint by substituting materials, down-gauging structures and simplifying packaging to improve its recyclability. Sonoco also has established partnerships with many of its customers to recover and recycle packaging and reduce landfill wastes coming from the customer's manufacturing, distribution and retail locations.

Currently, the following products are a part of the Sonoco True Blue brand: shaped and round composite cans, blow-molded plastic containers, thermoformed packages, molded and extruded plastics products, ends and closures, printed flexible packaging, point-of-purchase displays and protective packaging. The Company also provides a wide range of commercial and residential recycling services. Visit www.sonoco.com/trueblue to learn more.

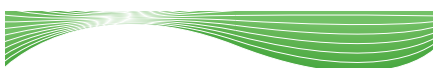
Sonoco Recycling completes Charlotte, N.C., expansion and renovation

Sonoco Recycling recently completed a \$2 million expansion and renovation of its Charlotte center, and an open house for customers was held at the facility October 15. The completion of the project, which significantly improves the center's processing capabilities, expands the footprint of the existing facility by approximately 23,500 square feet. In addition, state-of-the-art sorting and baling equipment were installed, and the center's yard space was redesigned to improve traffic flow and unloading at the facility.

"The opportunity for increasing volumes at our Charlotte center existed, but we were limited by our own infrastructure," said Marcy Thompson, division vice president and general manager, Sonoco Recycling. "The completion of this project greatly increases our processing capabilities and will help us meet the growing needs of the community. And, with the redesign of our yard space, our customers should see improved access and maneuverability when entering and exiting the facility."

Sonoco Recycling's Charlotte center accepts and processes corrugated boxes and other grades of paper as well as metals and plastics. The facility accepts curbside material delivered by the public and offers flatbed pick up of baled material, van service for loose, palletized or baled material and roll-off service for 30- and 40-yard open and closed top containers. Sonoco, which processes and uses many of these recycled materials to produce recycled paperboard at its paper mills in the Southeast, then uses that paperboard to produce new consumer and industrial packaging, making Sonoco one of the few cradle-to-cradle suppliers of packaging in the industry.

Sonoco Recycling is North Carolina's largest recycler with nine locations. Throughout the U.S., Sonoco Recycling annually collects and processes more than 1 million tons of material annually through 22 locations.



Go green. Choose blue.™