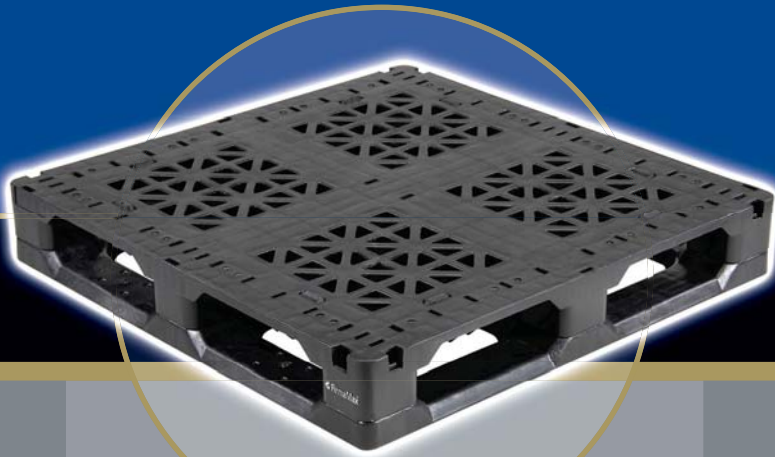


# The Greenest Plastic Carriers also protect profits and products

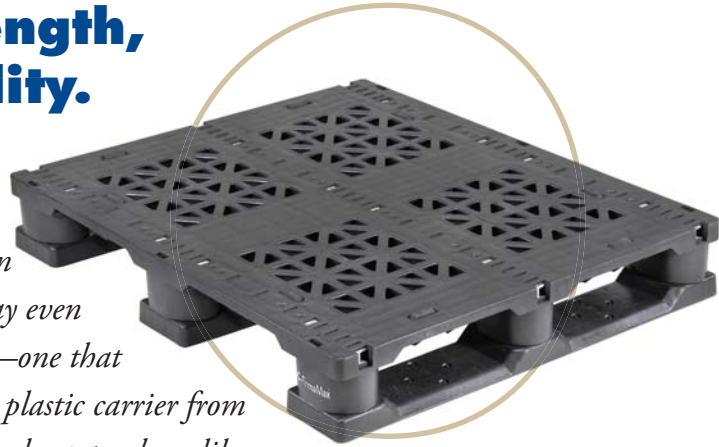


**FirmaMax**<sup>TM</sup>  
Plastic Carriers



# The best combination of strength, performance and sustainability.

*Every pallet has flaws; nothing is perfect. Wood pallets break, splinter, damage product, make a mess wherever they're stored and often rack up landfill fees. Plastic pallets made with virgin plastics consume valuable petroleum-based resources. Some may even leach harmful chemicals. A more perfect solution was needed—one that would NOT sacrifice performance. That's why the FirmaMax plastic carrier from Sonoco raises the bar in performance and sustainability. It stands up to abuse like no other. With FirmaMax carriers, you get strong performance in a 100 percent recycled solution with the highest buy-back value available.*



## Stronger and stiffer.

Thanks to engineered composite rails, FirmaMax designs offer pound-for-pound advantages of strength, rigidity and modularity. Factory-installed rails increase racking strength and rigidity providing 35 percent less deflection than comparable plastic pallets when edge-racked. To keep cost down, you specify only the number of rails necessary to meet your particular needs.

FirmaMax carriers offer significant advantages over plastic pallets produced from virgin resins. Withstanding loads of up to 5,000 pounds, FirmaMax carriers don't warp when used in edge-racking systems. They maintain dimensional stability and meet or exceed all GMA standards. As a result, you will benefit from more stable loads and less line stoppages in your material handling systems.

## Greenest of green.

FirmaMax carriers are the greenest plastic pallets on the market today, meeting Sonoco's high standards for innovative sustainable packaging solutions. FirmaMax carriers are made from proprietary formulations of 100 percent recycled plastics.

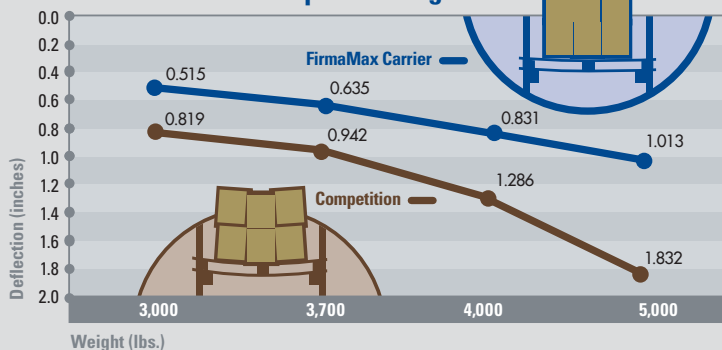
This not only reduces demand for wood but also saves valuable petrochemicals.

## Highest buy-back value guarantee.

The FirmaMax carrier comes with the guaranteed highest buy-back value in the industry. If it's damaged for any reason, just return it to Sonoco for a credit on your next FirmaMax carrier order. Because we design with sustainability in mind,



Pallet deflection—open racking



**FirmaMax carriers have 35 percent less deflection than comparable plastic pallets. They can also be custom-formulated to perform well in extreme environments—from -15° to 150° Fahrenheit.**

we don't mold in reinforcements. Our composite rails are therefore removable for recycling using a proprietary process. The carriers are then reground and resurrected as new FirmaMax carriers. Using such foresight and design allows us to offer the best trade-in value available in the market today.

### Plastic skids that don't.

Some plastic pallets act more like sleds than pallets. The FirmaMax carrier's high coefficient of friction—with a patented anti-skid design for top, bottom and fork tine contact—helps prevent slipping and skidding. The FirmaMax carrier's unique surface helps keep your product in place, boosting handling stability in your plant and in the field.

### Cleaner, more sanitary conditions.

Originally engineered for grocery, beverage, pharmaceutical and manufacturing, FirmaMax plastic carriers don't introduce wood particles, moisture and odors into your operations. Without nails, wood chips, broken boards or splinters, FirmaMax carriers enable a cleaner workplace. They help you minimize spoilage, reduce product damage and cut time spent cleaning up wood debris. FirmaMax carriers won't absorb moisture or harbor dangerous bacteria. Impervious to acids, fats, solvents and odors, they can be steam cleaned, water washed, or sterilized for sanitary handling.

### Easy on the budget and the Earth.

Reduce overall supply chain costs by switching to FirmaMax carriers and begin generating a return on your investment today. Based on a study by Purdue University, AGVS Research Group, FirmaMax carriers will endure an average of 100 trips or 500 handlings. With a life span 10 to 40 times† greater than wood pallets, FirmaMax carriers reduce overall costs and save more money over time. And because many landfills have stopped

accepting traditional pallets, you may also save landfill and disposal costs.

Please contact your Sonoco transport packaging specialist for a detailed cost breakdown of all hard savings and get ready to generate positive returns for your business.

[sonocotranspack.com](http://sonocotranspack.com)

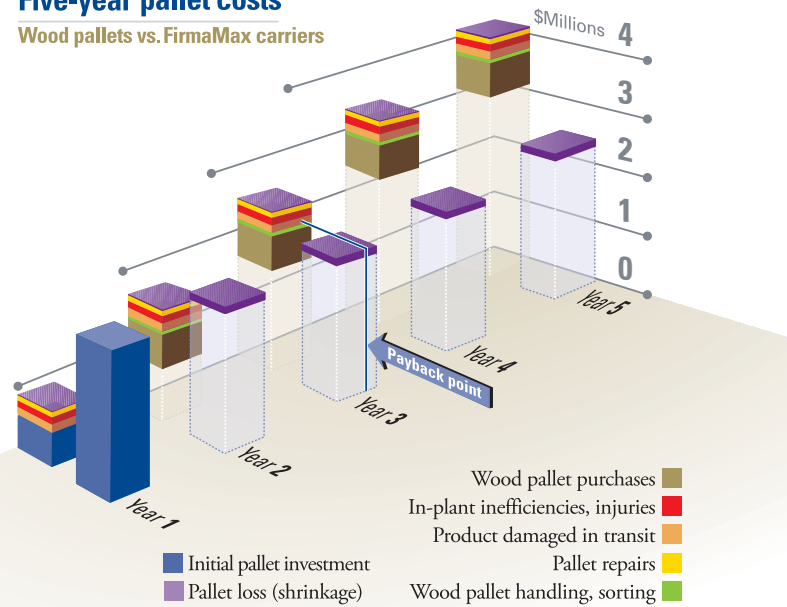
888/875-8754

### Sonoco Transport Packaging

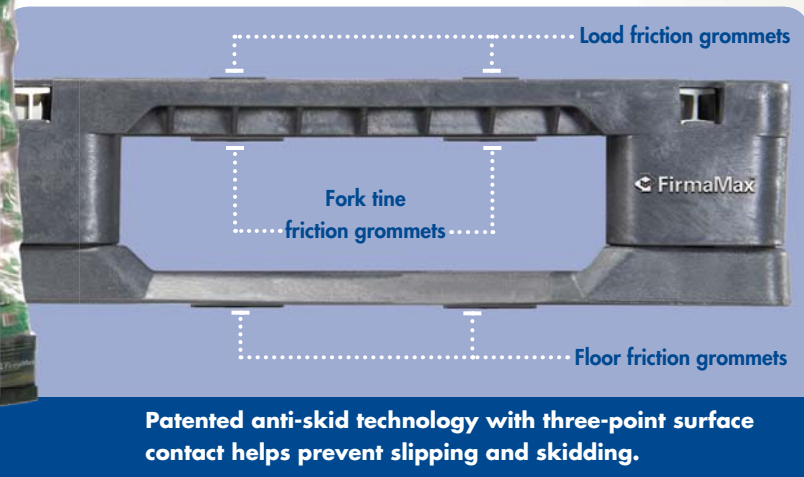
The FirmaMax carrier brand is just one of a full line of innovative transport packaging solutions available from Sonoco. Always engineered with strength, stability and sustainability in mind, Sonoco packaging has been meeting its customers' changing needs for more than a century, delivering real value to the application, improved bottom-line performance and smart use of the earth's renewable resources.

### Five-year pallet costs

Wood pallets vs. FirmaMax carriers



† The lifespan of FirmaMax carriers will depend on the nature of your operation and the manner in which your material handling system treats pallets.



**FirmaMax**<sup>TM</sup>  
Plastic Carriers

## FirmaMax carriers technical information

### Full picture frame design—for stacking stability and maximum racking loads

- Standard sizes (in.) - 48 x 40, 48 x 44, 37 x 37
- Standard configurations available for racking loads of:  
1,000 lbs. 1,500 lbs. 2,000 lbs. 2,800 lbs. 3,000 lbs.  
(454kg) (680kg) (907kg) (1,270kg) (1,361kg)
- Static loads from 17,500 to 30,000 lbs.  
(7,711kg to 13,608kg)
- Dynamic load - 5,000 lbs. (2,268kg)

### Economical solution for racking loads of 1,500 lbs. or 2,500 lbs. (680kg or 1,134kg)

- Standard sizes (in.) - 48 x 40, 40 x 32, 37 x 32
- Static loads from 17,500 to 25,000 lbs.  
(7,711kg to 11,340kg)
- Dynamic load - 5,000 lbs. (2,268kg)

### 4-keg plastic carrier

- Standard size (in.) - 44 x 30 x 7

### Economical, lightweight transport carriers for export

- Standard size (in.) - 48 x 40
- Nestable designs
- ISPM 15 exempt\*
- Available in standard and heavy duty

\* Guidelines for Regulating Wood Packaging in International Trade, known as the International Plant Protection Convention, ISPM 15, are a regulation, backed by the United Nations, designed to address the global spread of timber pests and disease by regulating the movement of unprocessed raw timber packaging, pallets and dunnage materials.

## Benefits of switching to FirmaMax carriers

### STAYS STRONG preventing warpage and problems with material handling systems

- 35% less in rack deflection than competition.
- Won't warp from storage in open racking systems.
- Reduces pallet-related downtime in your material handling systems.
- Meets or exceeds all GMA standards.
- Racks and stacks safely and securely.

### GREENER for environmental advantage

- Made with proprietary formulations of 100% recycled plastics.
- Never needs to end up in a landfill.
- Does not consume valuable petrochemicals.

### ANTI-SKID DESIGN to keep product in place during handling and transit

- Higher coefficient of friction than competition—deck, floor and fork-tine contact points.

### RETURNABLE if damaged

- Highest buy-back value.
- No hidden recycling fees.

### CLEAN & SANITARY to reduce risk of contamination

- Won't absorb moisture or harbor bacteria.
- Impervious to acids, fats, solvents and odors.
- Can be cleaned with steam or water and sterilized.



**FirmaMax**<sup>TM</sup>  
Plastic Carriers

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