



What goes around, comes around.



EcoReel<sup>SM</sup>

For product protection, savings, and sustainability,  
EcoReel recycling is best all around.



# Reel savings in disposal costs and resource utilization.

The EcoReel<sup>SM</sup> program is your best-all-around choice for recycling wire and cable reels.

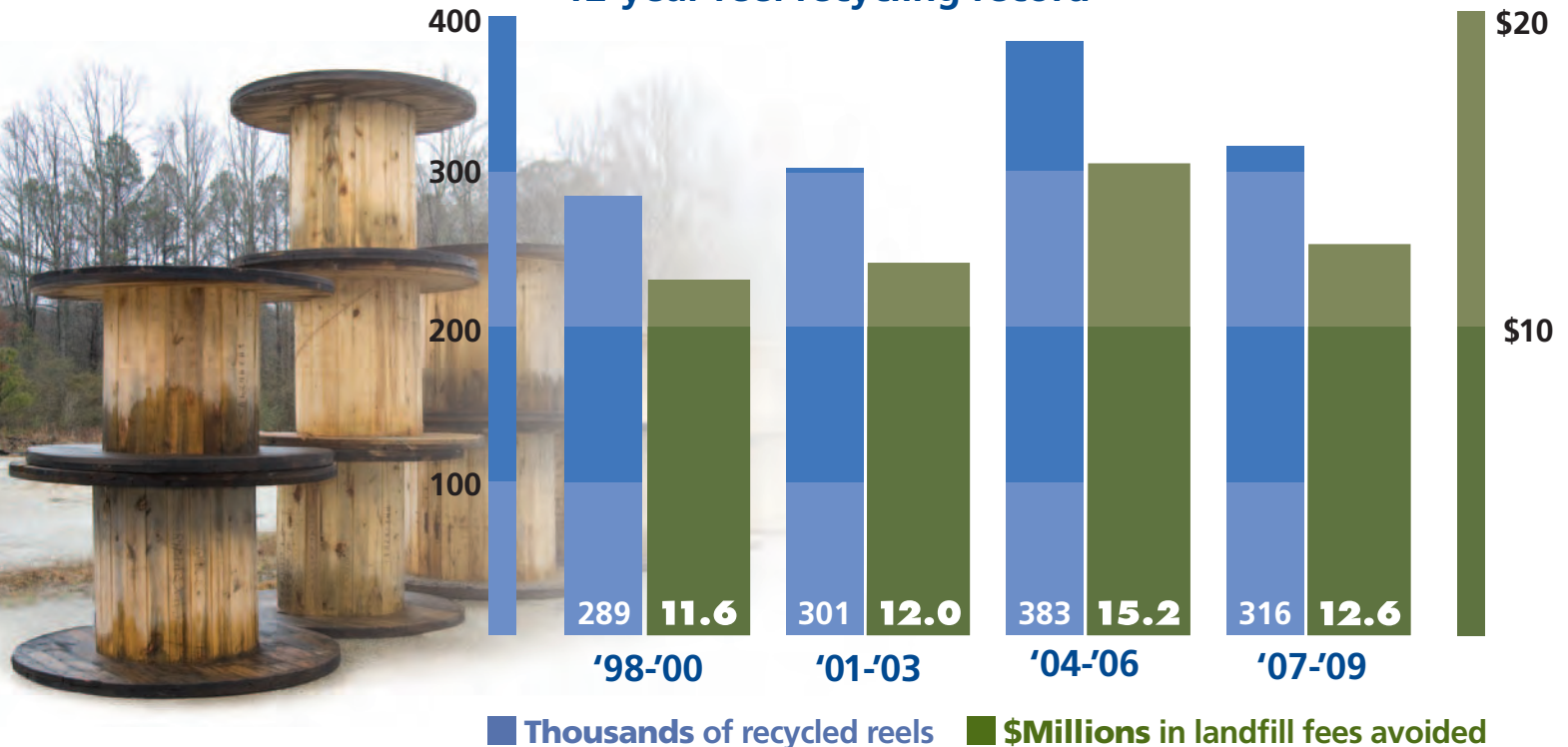
For manufacturers who want to improve quality, protect their wire and cable and create value for their customers, Sonoco Eco<sup>TM</sup> reels are best all around. They're also best for cable and utility companies that want to promote a greener image and save money in landfill disposal costs. In the end, it's also better for the environment, saving thousands of trees each year.

Through the EcoReel recycling program, Sonoco collects used reels from utility companies, contractors and distributors, repairs and refurbishes them, then returns them to wire and cable manufacturers for reuse. As the program brings reels full circle, it:

- Makes reel recycling effortless with a customized EcoReel program designed to meet your specific needs
- Saves on your seemingly ever-growing costs of disposal and landfill fees
- Helps you fulfill your commitment to environmental stewardship and sustainable processes
- Helps you generate an excellent marketing and sales tool with regular reports detailing how many trees and how much landfill space you have saved



## 12-year reel recycling record



## Effortless reel management

One key factor that makes the EcoReel recycling process best all around is that it's easy and user-friendly. Wire and cable customers simply call our toll-free number when they have accumulated a truckload of empty reels. Sonoco can go one step further for high-volume users by parking a trailer on site for reel storage. As empty reels come in from the field, they can be loaded directly onto the trailer. This provides a convenient place to keep reels from taking up space or getting scattered around the yard. It also enables quick and efficient delivery to one of our 13 regional recycling centers. There, they are categorized, cleaned and renewed in strict compliance with our seven-step refurbishment process, bringing them back to like-new condition.

## Seven steps to like-new condition

We know wire and cable manufacturers count on Sonoco quality to help protect their products. So we employ a rigorous seven-step process to make sure every recycled and refurbished reel is literally best all around—from barrel integrity and tight hardware to cable-bearing surfaces.

- Step 1: Clean and strip the old reel**
- Step 2: Tighten or replace hardware as needed**
- Step 3: Fill all voids and replace missing or damaged drum staves to ensure like-new material integrity**
- Step 4: Reset and countersink any high nails**
- Step 5: Sand smooth all cable-bearing surfaces**
- Step 6: Spray coat to customer specifications using our environmentally friendly, water-based coating**
- Step 7: Conduct final inspection for total quality assurance**

With such attention to detail and quality, our cost-effective reels can often be recycled three or more times.

## Savings to report

Sonoco doesn't just promise savings, we deliver. We will deliver quarterly reports showing you the number of reels returned, the number of trees saved, the cubic yards of dumpster space avoided and the estimated disposal cost you have saved. In addition, by recycling your reels, we help you:

- Avoid the expense of tear-down labor
- Save landfill tipping fees
- Promote your commitment to long-term recycling

## Become more earth friendly

The EcoReel logo on your reel shipments is a sign of high-quality reels and earth-friendly business practices. You deserve the industry's best combination of service, quality and longevity that Sonoco Reels provides—and there's no reel producer with a stronger commitment to sustainability, either.

**Contact Sonoco for more details about your best-all-around reel choices and to get started. Visit or call:**

**[sonoco.com/reels](http://sonoco.com/reels) 800/633-3962**



## Did you know?

In one five-year period we received nearly two billion pounds of reels for recycling, saving end users more than \$36 million in disposal costs. Even better, recycling all those reels **saved more than 300,000 trees.**

## About Sonoco

Founded in 1899, Sonoco (NYSE: SON) is a \$3.6 billion global manufacturer of industrial and consumer products and provider of packaging services, with about 300 operations in 35 countries, serving customers in some 85 nations. Sonoco is a proud member of the Dow Jones Sustainability World



Index (DJSI), a global composite index that

recognizes leading global companies in terms of economic performance, environmental stewardship and social responsibility. Sonoco also has been ranked as one of the 100 greenest large companies in the United States in *Newsweek's* inaugural Green Rankings, which evaluated the country's 500 largest companies on their environmental performance, green policies and reputation. Sonoco, which was listed 94th, had the best ranking of any U.S.-based packaging company.



### Sonoco Reels

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