



# Reel Innovation. Real Solutions.

Get more productivity with the strength, service and reliability of Sonoco reels and spools



## Your smartest choice for service, selection, size and performance

Every reel and spool you get from Sonoco reflects the strength and longevity of an industry leader. Constructed with the best combination of materials and engineering, our reels give you a safer package designed to withstand the toughest environments. From the time of manufacture to final end use, Sonoco reels and spools represent our commitment to improving productivity and protecting the integrity of your product.

As one of the world's largest manufacturers of high-quality reels and spools Sonoco gives you a better combination of service, quality, strength and reliability—the combination that makes Sonoco the reel choice for better manufacturers of wire and cable, hoses, cordage, flexible pipe and more. While every wire and cable reel you buy from us is tailored to your unique specifications, it remains true to the high standards of a company that has valued and served its customers for more than 115 years.

Your best reel and spool solutions come from a focus on cost consciousness, not price sensitivity. That's why efficient manufacturers look to Sonoco for innovations that help your business work better. Wherever you are, the global strength and resources of Sonoco stand ready to address your packaging, protection and transportation challenges. Our service centers throughout North America—as well as design and development resources around the world—are committed to providing the best engineered solutions and material compositions to meet your needs today and long into the future.



### About Sonoco

Founded in 1899, Sonoco (NYSE: SON) is a \$multi-billion global manufacturer of industrial and consumer products and provider of packaging services, with hundreds of operations serving customers around the world. Sonoco is a proud member of the Dow Jones Sustainability World Index (DJSI), a global composite index that tracks the financial performance of the leading sustainability-driven companies worldwide in terms of economic, environmental and social criteria.

### Sonoco is respected and widely recognized for our corporate commitment to sustainability.

MEMBER OF  
**Dow Jones Sustainability Indices**  
In Collaboration with RobecoSAM

**ROBECOSAM**  
Sustainability Award  
Silver Class 2015





**Utility and EconoReel spools**



**Reel Tough® process reels**



**Fine wire and specialty spools and reels**

**Lightweight spools designed to provide a durable and inexpensive package for insulated wire, cordage and other filaments.** Flange diameters ranging from 5" to 18" (127mm to 457mm); reusable, returnable and recyclable.

**User benefits:**

- Cost-effective alternative for better value
- Straight, smooth flanges offer splinter-free, easy payout for better product protection
- Rugged, lighter weight for safe handling

**Ideal for:**

- Building/insulated wire
- Communications cable-category wire applications
- Low-voltage wire
- Solder
- Ribbon and tape
- Rope
- Monofilament

**Rugged, high-strength process reels designed for the toughest winding, bunching and stranding applications.** Flange diameters ranging from 22" to 30" (559mm to 762mm); reusable, returnable and recyclable.

**User benefits:**

- Lightweight materials give you easy handling and lowers freight cost
- Trouble-free payoff
- Replaces steel equivalent reels at one-third the cost
- Great balance allows high-speed winding
- High-strength polymer offers superior stiffness and impact resistance
- Less maintenance than steel reels

**Ideal for:**

- Copper, aluminum and special alloy wire producers
- Magnet wire producers

**Widest variety of reels and spools to meet specific wire and filament packaging needs.** Flange diameters ranging from 2.5" to 16.5" (64mm to 419mm); reusable, returnable and recyclable.

**User benefits:**

- A comprehensive line of spools manufactured in a broad range of sizes and materials

**Ideal for:**

- Fiber optic glass fiber
- Magnet and bare wire
- Plastic zipper closures
- Film and bags
- Monofilament and thread
- Military and specialty cable applications
- Welding wire





## Sonoco's EcoReel® recycling program

More than one million new nailed wood reels are purchased in the U.S. each year. Typically only ten percent of all wood products are recycled today. Yet Sonoco renews almost 20 percent of new wood reels through the EcoReel® recycling program—the most comprehensive, cost-effective reel recycling program in the industry. Sonoco collects used wood and polyfiber reels from utility companies, contractors and distributors, repairs and refurbishes them, and then returns them to wire and cable manufacturers to reuse. As Sonoco reels come full circle, they:

- Make reel recycling effortless with a customized EcoReel program designed to meet your specific needs
- Save on your costs of disposal and landfill fees
- Help you fulfill your commitment to environmental stewardship and sustainable processes
- Help you generate an excellent marketing and sales tool with regular reports detailing how many trees and how much landfill space you have saved, as well as the estimated landfill costs that were avoided

### Become more earth friendly

The Eco®Reel logo on your reel shipments is a sign of earth-friendly business practices and quality reels. With service centers covering over 600 cities across North America, Sonoco can give you the kind of attention you would expect from an industry leader—and a company with a long history of sustainable business practices. Contact your Sonoco representative to learn more, or to get started:

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

### Sonoco reels service centers



### Sonoco reels and spools

Wood, polyfiber and steel reels: 3040 Hwy. 31 South • Hartselle, AL 35640 • +256/751-5037 • fax +256/751-5101

Plastic reels and spools: 87 Center St. • Chatham, NY 12037 • +518/392-1700 • fax +518/392-2022

800/633-3962 • [sonoco.com/reels](http://sonoco.com/reels) • [wcr.sales@sonoco.com](mailto:wcr.sales@sonoco.com)

