

# The Winning Formula for Pet Treat Success



Broad Packaging Solutions Portfolio + Innovation Process =  
**Speed to Market + Market Advantage**

Launching new innovative products quickly and doing it right requires the right processes, the right packaging and the right packaging partner. To do that well, you have to connect knowledge and insights about pet owners with package design and production optimization, giving you the ideal link between innovative package development and speed to retail. That's where Sonoco can help.



# The Fastest Way from Point A to Point B is a Straight Line



As a single-source partner for all of your pet treat packaging needs, we can provide a direct route from product development to product display on the retail shelf, which means we can help you turn time into money.

The speed-to-market equation involves multiple components. Fortunately, we have developed products and processes that offer a solution for each step along the way including a formalized product development process, rapid prototyping, supply chain optimization, single-source graphics management and a wide variety of packaging formats to choose from.

## How fast can we get together and innovate for you?

Contact Sonoco: [360solutions@Sonoco.com](mailto:360solutions@Sonoco.com)  
[www.sonoco.com](http://www.sonoco.com)



## Process Drives Performance

The broadest portfolio of packaging in the industry combined with a disciplined, repeatable process results in faster product launches with less worries.

For every launch **Sonoco 360 Customized Solutions** provide more than just the package

- Consumer, market, and retail insights
- Material science and packaging expertise to integrate multiple components
- Rapid prototyping, physical mock-ups, and 3D renderings
- Analytical and physical testing
- Pilot plant and FDA approved food filling for short run testing
- Complete brand identity management from graphic design to print tooling and color management
- Total supply chain management
- Packaging fulfillment and retail display design

Combined, we are able to create packaging that adds value to your brands, quickly identifying the right packaging format and driving through to commercialization.



## A Solutions Driven Portfolio

Pet treat packaging is not just flexible packaging and simple boxes any more. Successful launches today also include rigid plastics, composites, premium folding carton, and blisters. All of these formats need careful attention to barrier and product protection, sustainable design and chemistry that can impact palatability and product safety.

Our suite of solutions includes rigid and flexible formats that enable:

- Consumer convenience via resealable, easy-open, and portioned options
- Brand presence via single-source graphics management, color consistency, see-through packaging, iconic shapes, premium graphics and specialty POS displays.



- ▶ Variety of diameter and height options to stand out on shelf
- ▶ Wide range of easy-open closures to satisfy target customer preference
- ▶ Variety of barrier options to maintain product integrity



- ▶ Variety of reclose options, including zippers, reseal and hook & hook closure
- ▶ Range of barrier solutions to satisfy strength, durability and other performance requirements
- ▶ High impact graphics, clear window and variety of finishes and shapes



- ▶ High visibility retail packaging in a variety of printed Blister Cards and Cartons
- ▶ Iconic shapes and sustainable package design
- ▶ Premium graphics, including 8-color printing plus coating, embossing and foil heat stamping



- ▶ Variety of shapes enabled by our thermoforming and injection molding platforms
- ▶ Functionality-focused closure options such as resealability, dosing/dispensing and audible cues
- ▶ Deep material science and manufacturing technology deliver a broad range of barrier solutions