

Sonoco Launches New Portfolio of Clear Barrier Flexible Packaging

March 31, 2017 6:55 AM ET

HARTSVILLE, S.C., March 31, 2017 (GLOBE NEWSWIRE) -- Sonoco (NYSE:SON), one of the largest diversified global packaging companies, has launched its ClearGuard™ portfolio of flexible packaging, offering the transparency that builds trust with consumers while providing best-in-class barrier properties for product protection.

ClearGuard structures provide a clear alternative to aluminum foil or metalized films – an important differentiator in an age when nearly half of consumers would choose one product over another simply because they can see the product inside its packaging. Crucially, ClearGuard packaging has also been proven to meet or exceed barrier requirements for a variety of growing product categories, including meat snacks, nuts, trail mixes, snack and nutrition bars, cookies and crackers.

“Shoppers want to see the product inside the package, so for products like trail mix, granola and jerky, the challenge is providing transparent packaging while still protecting freshness and quality,” said Marcy Thompson, vice president of marketing & innovation. “ClearGuard packaging has exceptionally low oxygen and water vapor transmission rates to protect the food inside and preserve its shelf life.”

ClearGuard packaging offers several additional benefits to brands and consumers, including exceptional printing and laminating including matte and glossy finish options; superior flex crack resistance and durability; speed to market via Sonoco’s proprietary TEMPO™ Accelerated Shelf Life Modeling; and a competitive value to other clear or opaque film alternatives. You can learn more about ClearGuard packaging at www.sonoco.com/clearguard.

ClearGuard packaging is also ideal for many pet food offerings, including baked, dehydrated, freeze dried and moist food and treats. Samples and additional information will be available at the Global Petfood Forum in Kansas City April 3-5, at Booth #1311. Learn more about Sonoco’s pet care offerings and TEMPO shelf life testing at www.sonoco.com/petfood.

About Sonoco

Founded in 1899, Sonoco is a global provider of a variety of consumer packaging, industrial products, protective packaging, and displays and packaging supply chain services. With annualized net sales of approximately \$4.8 billion, the Company has 20,000 employees working in more than 300 operations in 33 countries, serving some of the world’s best known brands in some 85 nations. For more information on the Company, visit www.sonoco.com.

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