



Sonoco IML design wins IMDA Best of Show

June 21, 2017

HARTSVILLE, S.C., June 21, 2017 (GLOBE NEWSWIRE) -- Sonoco (NYSE:SON), one of the largest diversified global packaging companies, has been awarded the *Best Injection (IML) Package, Gold Award* and the *Best of Show Award* at the eleventh annual IMDA Awards for its Tartex vegan pate containers. The IMDA Awards recognize the industry's best in-mold labeled (IML) packaging, in-mold decorated (IMD) durable products and labels in multiple categories.

Tartex uses customized PermaSafe® IML packaging from Sonoco, which combines maximum convenience and long shelf life with an eye-catching appearance at the point of sale. The spreads have been sold in European health food stores since October 2015. An image is available at <https://app.box.com/s/5at5p2s4cx7w9t3dsry1ce9z7v56zbrh>.

A pioneer in vegan nutrition, Tartex introduced the first 100% plant-based spread more than 70 years ago. Today, the Tartex brand is produced by Allos Hof-Manufaktur, a subsidiary of the Wessanen Group based in the Netherlands that specializes in healthy foods and sustainable food production. Tartex spreads are sold across Germany and other European countries in organic supermarkets and health food stores.

"We closely collaborated with our customer, Allos Hof-Manufaktur, to customize a package based on our PermaSafe containers," said Andreas Rothschink, European sales director of plastic packaging at Sonoco. "PermaSafe packaging is lightweight and attractive, and offers a new and eye-catching alternative to the traditional metal cans often used for similar foods."

Sonoco incorporated several special touches into the container, including a barrel design that replicates tiny wooden slats and a special matte finish. In addition to being visually appealing, the barrel structure enhances rigidity and reduces the amount of material required. The matte label was custom-developed by Sonoco to impart a natural, paper-like feel, underscoring the natural appeal of the product.

The packaging is also safe and functional. The user-friendly lid is easy to open and resealable, and the die-cut aluminum membrane seals the packaging. "After sterilization, the spreads keep in the PermaSafe container for twelve months without refrigeration," said Rothschink. "This makes IML packaging a modern and consumer-friendly alternative to metal cans."

In the IML process, the polypropylene containers are manufactured and labeled in a single operation. Key advantages include the container's eye-catching appearance at the point of sale and the option of wrap-around labeling. IML is also beneficial in terms of recycling, because there is no need to separate materials.

About the IMDA

The In-Mold Decorating Association is a trade association representing molders, printers, material suppliers, equipment suppliers and others committed to the development and growth of in-mold labeling and decorating products, technologies and markets. Its mission is to raise the level of awareness and acceptance of in-mold decorated durable products and in-mold labeled packaging by OEMs, brand owners and marketers. Learn more at imdassociation.com.

About Sonoco Europe

In roughly 70 operations across Europe, Sonoco provides customers with a wide range of consumer and industrial packaging solutions. Consumer goods packaging solutions include composite cans, drums, and luxury tubes with a variety of closures; plastic packaging; packaging services; and graphics management. Sonoco's industrial division produces a portfolio of cores, tubes, and spools made from highly engineered paperboard or plastic for use with paper, textiles and specialty films. The Sonoco Thermosafe unit offers customers temperature assurance packaging solutions for the transport of temperature-sensitive products such as pharmaceuticals and other biologics. To learn more, visit www.sonoco.com.

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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