



Sonoco PAW Patrol-themed snack trays for Crunch Pak featured at United Fresh

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HARTSVILLE, S.C., June 19, 2018 (GLOBE NEWSWIRE) -- Snack trays produced by Sonoco (NYSE:SON), one of the largest diversified global packaging companies, for snack giant Crunch Pak® have been recognized as 2018 United Fresh Innovation Award Finalists at the United Fresh tradeshow, which will take place June 25-27 in Chicago.

The PAW Patrol-themed snack trays have proven popular with both children and parents thanks to their healthy, on-the-go convenience and packaging inspired by Nickelodeon's hit animated preschool show. Crunch Pak's new partnership with the number-one entertainment brand for kids, Nickelodeon, required a new package for the healthy snack pack that would stand out on the shelf and tie in well with the promotional branding.

To meet Crunch Pak's speed-to-market needs, Sonoco delivered drawings and prototypes of paw-shaped rigid plastic for testing before an urgent customer deadline. The customized tray was ultimately produced 20 percent faster than usual lead times allow, and the snack packs went from concept to shelf in only four months.

"Sonoco was a great partner in our effort to get the PAW Patrol snack packs on the shelf quickly," said Megan Wade, Marketing and Product Development Manager at Crunch Pak. "They exceeded our requirements for quick turnaround, worked with us to customize the trays, and met the challenge head-on."

Sonoco partners with many of the world's largest food brands in the consumer packaged goods and food service industries to provide thermoformed trays, bowls, and peelable and resealable lidding solutions that meet unique requirements and high standards. The company provides speed-to-market through a portfolio of existing designs and sizes, as well as the ability for quick custom development tailored to unique specifications.

The 2018 United Fresh Innovation Awards finalists will be displayed on the trade show floor at United Fresh 2018, where attendees will have the opportunity to cast their votes for their favorite new and innovative products on Tuesday, June 26 and Wednesday, June 27. United Fresh will announce winners at the Innovation Awards Area on the show floor on Wednesday, June 27 at 3:00 pm. More information about the show is available at www.unitedfreshshow.org. Crunch Pak will exhibit at Booth #1636.

Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/4786232-ea4e-4b01-a66d-64bfc4960287>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/1028d03c-42bd-4153-9b4d-3d5295e228f6>

About Crunch Pak

Crunch Pak is the industry leader in fresh sliced apples. Founded in 2000, Crunch Pak is committed to providing the highest quality organic and conventional sliced apples in the market. Crunch Pak's family of brands includes Crunch Pak with Disney and Crunch Pak Organics. The primary distribution is via retail channels; annually Crunch Pak creates more than 1 billion apple slices at plants in Cashmere, Wash., and across the U.S. One Slice at a Time®.

About Sonoco

Founded in 1899, Sonoco (NYSE:SON) 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 \$5 billion, the Company has 21,000 employees working in more than 300 operations in 33 countries, serving some of the world's best known



Sonoco provided paw-shaped rigid plastic trays for several varieties of PAW Patrol-themed snack packs for snacking giant Crunch Pak.



brands in some 85 nations. Sonoco is committed to *Better Packaging. Better Life.*, and ranked first in the Packaging sector on Fortune's World's Most Admired Companies 2018 list. For more information visit www.sonoco.com.

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Source: Sonoco Products Company

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