

Sonoco Launches PromoPeel™ Integrated Label Technology

April 11, 2017 6:55 AM ET

Product to debut at Industry Coupon Conference April 18-20

HARTSVILLE, S.C., April 11, 2017 (GLOBE NEWSWIRE) -- Sonoco (NYSE:SON), one of the largest diversified global packaging companies, now offers PromoPeel™ Integrated Label Technology for flexible packaging, which allows brand owners to create an instant redeemable coupon or label as a part of the product packaging, guaranteeing a consistent label position while saving production time and costs. The label lays flat, removes cleanly and eliminates scanning issues at the register.

“Customers lead increasingly busy lives and demand convenience. They want coupons that they don't need to search for, clip or remember to bring to the store,” said Marcy Thompson, vice president, marketing and innovation. “Instant redeemable on-pack coupons fulfill this need, while also driving impulse purchases and product trials.”

PromoPeel improves labor and production efficiencies by avoiding secondary processes associated with pressure-sensitive label (PSL) applications. It runs on existing filling lines for a low-cost implementation.

“This is a solution that works throughout the entire coupon lifecycle,” said Thompson. “It helps CPGs streamline their label application process, it allows brand owners to achieve brand image consistency on the shelf, it generates consumer interest in-store, it removes cleanly, it scans easily at the register and it’s proven to work on automated equipment at coupon clearinghouses during the downstream coupon redemption process.”

PromoPeel integrated label technology is suited for coupons, recipes, peel-and-reveal games, trivia, contests, cross-promotions and more. Learn more about PromoPeel and couponing by downloading a white paper at www.sonoco.com/promopeel, or at the Industry Coupon Conference, April 18-20 in Nashville, Tenn.

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.

Contact:

Hilary Culbertson

+843-383-7859

hilary.culbertson@sonoco.com



Sonoco Products Company