

## Sonoco Releases Cost of Damage Calculator

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### **New tool calculates how much ineffective packaging costs companies**

ARLINGTON HEIGHTS, Ill., July 13, 2017 (GLOBE NEWSWIRE) -- The Protective Solutions division of Sonoco, North America's leading provider of protective packaging, components and material handling solutions, has released its Cost of Damage Calculator, a robust online tool designed to calculate the real cost of damage to businesses when shipping their products.

With packaging an essential part of the supply chain, determining how best to ease risk for product damage throughout the entire process is paramount. The calculator successfully breaks down the customer's e-commerce and retail damage to show the percentage of damage, number of units, total cost and the percentage of profits this affects.

"With many companies only using reports on the number of units returned and replaced, we wanted to accurately calculate the cost of damage due to ineffective packaging, looking at the whole picture," said Jim Lowry, director of new business development for Sonoco Protective Solutions. "When a company truly looks at the total cost of dealing with damage, including not only product replacement, but also shipping, handling, customer support, freight both ways, loss in profits, etc., they might find the original packaging decision may have not been the right one after all."

For more information on the Cost of Damage Calculator, visit [www.sonocoprotectivesolutions.com](http://www.sonocoprotectivesolutions.com).

#### **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 \$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](http://www.sonoco.com).

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