



Sonoco's New Digital Printing for Displays Offers Brands Quality, Agility

May 14, 2018

HARTSVILLE, S.C., May 14, 2018 (GLOBE NEWSWIRE) -- Sonoco (NYSE:SON), one of the largest diversified global packaging companies, has invested in a state-of-the-art, direct-to-sheet digital printing press for the production of point-of-purchase displays and other promotional packaging. The high-speed, 6-color press enables brand owners to respond quickly to a dynamic retail and shopper environment without the need for costly overruns or printing plates.

"Customer reaction has been remarkable. From personal healthcare to home improvement clients, they see the power this game-changing technology for their brands at the First Moment of Truth," said Jeffrey Tomaszewski, division vice president and general manager, Rigid Paper and Closures North America and Display and Packaging. "With our new digital printing press, we can drive a speed-to-market advantage for our customers that is difficult to beat."

Sonoco's digital solution offers several advantages over traditional flexography/lithography, including:

- Improved print quality and display strength due to a touch-free printing process
- Reduced cost and lead time from the elimination of printing plates
- Flexibility and short-run advantages due to the lack of price penalties for smaller quantities
- Nearly unlimited customization opportunities from 100 percent digital processes
- Durable, fade-resistant printing made possible by high-quality UV inks

To learn more, visit <https://youtu.be/Fi-SliJoiXk>.

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 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.

Contact: Hilary Culbertson
+843-383-7859
hilary.culbertson@sonoco.com



Source: Sonoco Products Company