

SECURITIES AND EXCHANGE COMMISSION

Washington, D. C.
20549

FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 or 15(d) of
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report: August 5, 1996

SONOCO PRODUCTS COMPANY

Incorporated under the laws
of South Carolina

Commission File No. 1-11261

I.R.S. Employer Identification
No. 57-0248420

Post Office Box 160

Hartsville, South Carolina 29551-0160

Telephone: 803-383-7000

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ITEM 5. OTHER EVENTS

Effective the second quarter of 1996, Sonoco Products Company (the "Company") changed its segment reporting methods in an effort to facilitate investors' understanding of the Company's financial performance and to better align its reporting with how management views the business internally. Under the new segment reporting format, the Company will report its operations as Industrial Packaging and Consumer Packaging. The Industrial Packaging segment includes: tubes, cores, cones, roll wrap, molded plugs and related products and services (the Company's global Industrial Products Division); fibre drums, plastic drums and intermediate bulk containers (the Industrial Container Division); molded and extrusion plastics (Sonoco Crellin); paper manufacturing and recovered paper collections (the Paper Division); fibre partitions; molded pulp and Sonopost(R) corner posts (the Protective Packaging Division); reels for wire and cable (Sonoco Baker); adhesives; machinery manufacturing; and forest products. The Consumer Packaging segment includes: composite cans, fibre and plastic caulk cartridges (the Consumer Products Division); capseals; plastic tennis ball containers; flexible packaging (Flexible Packaging Division); plastic bags (the High Density Film Products Division) and pressure-sensitive labels, screen printing, paperboard packaging and label machinery (Sonoco Engraph).

The Company's previous reporting format included segments called Converted Products, Paper and International. For the convenience of the financial community, quarterly segmental reporting for 1994, 1995 and the first quarter of 1996 have been restated and are presented below in the new segment reporting format.

FINANCIAL SEGMENT INFORMATION (UNAUDITED)
(Dollars in thousands)

1996

	First Quarter	Second Quarter	Six Months Ended June 30, 1996
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Total Revenue			
Industrial Packaging	\$384,515	\$402,080	\$ 786,595
Consumer Packaging	295,511	298,363	593,874
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Consolidated	\$680,026	\$700,443	\$1,380,469
	=====	=====	=====
Sales to Unaffiliated Customers			
Industrial Packaging	\$374,170	\$391,948	\$ 766,118
Consumer Packaging	295,061	297,907	592,968
	-----	-----	-----
Consolidated	\$669,231	\$689,855	\$1,359,086
	=====	=====	=====
Operating Profit			
Industrial Packaging	\$ 51,775	\$ 55,736	\$ 107,511
Consumer Packaging	30,787	33,724	64,511
Interest, net	(10,358)	(11,922)	(22,280)
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Consolidated	\$ 72,204	\$ 77,538	\$ 149,742
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FINANCIAL SEGMENT INFORMATION (UNAUDITED)
(Dollars in thousands)

1995

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Total
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Total Revenue					
Industrial Packaging	\$391,920	\$429,243	\$416,591	\$389,623	\$1,627,377
Consumer Packaging	264,601	276,236	283,003	303,490	1,127,330
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Consolidated	\$656,521	\$705,479	\$699,594	\$693,113	\$2,754,707
	=====	=====	=====	=====	=====
Sales to Unaffiliated Customers					
Industrial Packaging	\$380,996	\$416,187	\$404,262	\$379,069	\$1,580,514
Consumer Packaging	264,146	275,539	282,736	303,238	1,125,659
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Consolidated	\$645,142	\$691,726	\$686,998	\$682,307	\$2,706,173
	=====	=====	=====	=====	=====
Operating Profit					
Industrial Packaging	\$ 45,339	\$ 53,782	\$ 50,462	\$ 46,347	\$ 195,930
Consumer Packaging	24,970	26,698	27,109	35,183	113,960
Interest, net	(9,281)	(9,366)	(10,419)	(10,034)	(39,100)
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Consolidated	\$ 61,028	\$ 71,114	\$ 67,152	\$ 71,496	\$ 270,790
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FINANCIAL SEGMENT INFORMATION (UNAUDITED)
(Dollars in thousands)

1994

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Total
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Total Revenue					
Industrial Packaging	\$321,752	\$340,071	\$355,371	\$362,016	\$1,379,210
Consumer Packaging	224,648	233,016	245,739	255,663	959,066
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Consolidated	\$546,400	\$573,087	\$601,110	\$617,679	\$2,338,276
	=====	=====	=====	=====	=====
Sales to Unaffiliated Customers					
Industrial Packaging	\$313,663	\$331,903	\$346,018	\$352,291	\$1,343,875
Consumer Packaging	223,709	232,488	245,160	254,895	956,252
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Consolidated	\$537,372	\$564,391	\$591,178	\$607,186	\$2,300,127
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Operating Profit					
Industrial Packaging	\$ 32,313	\$ 36,627	\$ 35,716	\$ 38,257	\$ 142,913
Consumer Packaging	22,010	25,283	25,740	28,449	101,482
Interest, net	(8,331)	(8,322)	(8,897)	(7,915)	(33,465)
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Consolidated	\$ 45,992	\$ 53,588	\$ 52,559	\$ 58,791	\$ 210,930
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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SONOCO PRODUCTS COMPANY

(Registrant)

Date: August 5, 1996

By: /s/ F. T. Hill, Jr.

F. T. Hill, Jr.
Vice President and
Chief Financial Officer