

Sonoco Receives Outstanding Marketing at Retail Achievement Awards

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HARTSVILLE, S.C.--(BUSINESS WIRE)--Mar. 8, 2012-- [Sonoco](#) (NYSE: SON), one of the largest diversified global packaging and services companies, today announced that its [retail point-of-purchase display](#) and packaging services business won four awards at the Point of Purchase Advertising International (POPPI) 54th annual Outstanding Marketing at Retail Achievement (OMA) competition.

POPPI's annual OMA competition recognizes the most innovative and effective retail promotions. Approximately 500 entrants from more than 100 companies were adjudicated in 26 industry categories during [this year's competition](#), held during GlobalShop 2012 in Las Vegas, Nev. Entries were judged on innovation, interactivity, design and the proven ability to lift sales.

Sonoco won three Silver OMA awards, including a health care award for its Allegra® Allergy RX-to-OTC national launch series; a home and garden award for its Swiffer® WetJet® Shine display; and a drug store retailer award for its Allegra® Allergy RX-to-OTC national launch displays. The Company also received a bronze OMA in the health care category for its holiday ARM & HAMMER® Spinbrush® Battery Operated Toothbrush display program.

"It is extremely gratifying to have our talented retail merchandising team recognized again for effectively demonstrating our understanding of the power of marketing at retail for our global customers," said Jeff Tomaszewski, division vice president and general manager, Sonoco CorrFlex.

Photos of these award-winning displays can be downloaded using the following link:
<http://www.box.com/s/41eql2rzaxh0nf31xm>.

About Sonoco

Founded in 1899, Sonoco is a global provider of a variety of consumer packaging, industrial products, protective packaging and packaging supply chain services. With annualized net sales of approximately \$4.5 billion, the Company has more than 19,600 employees working in 349 operations in 34 countries, serving some of the world's best known brands in some 85 nations. Sonoco is a proud member of the 2011/2012 Dow Jones Sustainability World Index. For more information on the Company, visit our website at <http://www.sonoco.com>.

Source: Sonoco

Sonoco
Roger Schrum, 843-339-6018
roger.schrum@sonoco.com