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Sonoco's Trident Division Enters into Alliance with Janoschka Group

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Companies Will Share Expertise to Provide Global Rotogravure Tooling to Consumer Product Goods Companies

HARTSVILLE, S.C., Sep 23, 2011 (BUSINESS WIRE) -- Sonoco (NYSE: SON) announced today that its Trident division, which provides print tooling and global graphics management, has entered into a strategic alliance with Janoschka, a German-based global supplier of prepress solutions and tooling, to provide global consumer products goods companies and rotogravure printers with the widest coverage area available in the market.

According to Bob Carroll, Trident general manager, the two companies will share technologies and communication systems to ensure global consumer products goods companies with fast, effective and consistent management of all their rotogravure tooling requirements.

Based in Hull, England, Trident and its 450 associates operate global graphics management systems from nine locations across Europe, Asia and North America, and have print tooling capability in three locations in the United States and Canada.

Janoschka, headquartered in Kippenheim, Germany, has significant expertise in the prepress area and, with more than 1,400 employees plus an annual turnover of 115 million euros, is among the global market leaders in its sector. Specializing in the packaging, tobacco and décor market, Janoschka's client base includes renowned global printing companies and international brand owners. As a full-service prepress provider, Janoschka has a comprehensive product range, and based on wide-ranging technical know-how and long-standing experience, offers printing tools for gravure and flexo printing, embossing rollers, artwork and reproduction, color management, cylinder bases and more. The company, which was formed in 1976, and continues to be family run, is represented globally through 26 subsidiaries in 12 countries across Europe, Asia, and South and Central America. More information on the company is available at <http://www.janoschka.com>.

About Sonoco

Founded in 1899, Sonoco is a \$4.1 billion global manufacturer of industrial and consumer products and provider of packaging services, with more than 300 operations in 34 countries, serving customers in some 85 nations. Sonoco is a proud member of the Dow Jones Sustainability World Index. For more information on the Company, visit our website at <http://www.sonoco.com>.

SOURCE: Sonoco

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