

**AD Communications announcement: Sonoco Industrial Products**

The AD Communications team is delighted to announce that it now represents Sonoco Industrial Products\* - a division of the wider global Sonoco brand.

If you are interested in receiving content contributions for feature articles, expert comment pieces, or if you would like to interview a Sonoco Industrial Products spokesperson on any related topic, please do contact us.

Some information on their key product lines follows:

**Protective**

With the recent EU EPS ban, Sonoco’s SonoPost is proving a hugely popular and sustainable solution to protect white goods in storage and in transit. It is available in a variety of lengths and is shaped into special-sized profiles to hug white goods’ corners and protect their edges. The solution also provides superior stacking strength, crush resistance and cushioning protection. With 100% recyclability, SonoPost is set to revolutionise the white goods packaging industry – as well as making it more sustainable.

**Recycling**

For more than 100 years, Sonoco has collected waste paper and cardboard, reprocessed it into paperboard and converted it into useful products.

Sonoco Industrial Products helps its customers to: responsibly manage material removal; convert used materials into revenue streams; drive up profits and savings with comprehensive web-based reports; achieve corporate sustainability goals – and more.

**Textile**

Sonoco Industrial Products manufactures a wide range of textile cores that enable producers to maximise efficiency and increase productivity, all with flexible and fast turnaround times.

The company’s textile cores provide: optimised core strength to match manufacturing specifications; custom scoring, notches and grooves to enhance string-up efficiency; tailored surface finishes to match performance requirements.

**Paper Mill Cores (PMC)**

Sonoco Industrial Products manufactures printing- and writing-grade cores, which can be tailored for use in a range of applications. Its PMCs include: non-woven; pre-cut; newsprint; towel and tissue; and paperboard.

For more information please visit: https://www.sonoco.com/products/industrial-products

Or contact Rachelle Harry: rharry@adcomms.co.uk

*\*AD Communications also represents Sonoco Europe – Consumer Products division since 2021.*