

## About Sonoco

Founded in 1899, Sonoco (NYSE:SON) is a \$4.1 billion global manufacturer of industrial and consumer products and provider of packaging services, with about 300 operations in 35 countries, serving customers in some 85 nations. Sonoco is a proud member of the Dow Jones Sustainability World Index (DJSI), a global composite index that recognizes leading global companies in terms of economic

performance, environmental stewardship and social responsibility. Sonoco also has been ranked as one of the 100 greenest large companies in the United States in Newsweek's inaugural Green Rankings, which evaluated the country's 500 largest companies on their environmental performance, green policies and reputation. Sonoco, which was listed 94th, had the best ranking of any U.S.-based packaging company.

### Sonoco Recycled Reels

3040 Highway 31 South • Hartselle, AL 35640  
800/633-3963 toll free • +256/751-5101 fax  
[www.sonoco.com/reels](http://www.sonoco.com/reels) • [wcr.sales@sonoco.com](mailto:wcr.sales@sonoco.com)



**Save Trees. Save Fees.**



## Conserve disposal fees and natural resources with EcoReels recycling.

**All too often, the lifecycles of wooden reels are far too short.** Truckload after truckload of nearly new reels travel to landfills, wasting huge amounts of money in disposal costs, and unduly depleting natural resources. Sonoco offers you the most comprehensive, cost-effective reel recycling program in the industry.

Through our EcoReels reel recycling program, Sonoco collects used reels from utility companies, contractors and distributors, repairs and refurbishes them, and sells them to wire and cable manufacturers. As Sonoco reels come full circle, they:

- Make reel management effortless for cable and utility companies through programs designed to meet their individual needs

- Save disposal costs
- Protect wire and cable better, enhancing the manufacturer's quality image
- Help users showcase their commitment to environmental stewardship and sustainable business practices through reports detailing how many trees and how much landfill space they saved.



## Reel Simple Process

Sonoco's reel recycling process is easy and user-friendly. A wire and cable manufacturer or distributor, or one of their customers, calls our toll-free phone number when they have enough wooden reels to pick up. We send a truck, load the used reels and take them to one of our 13 regional recycling centers. There, the reels are categorized, cleaned and refurbished according to a nine-step process that brings them back to like-new condition. Each process is customized to customer needs. For example, if a utility needs a storage solution, Sonoco can park a trailer right on site. As empty reels come in from the field, they are loaded on the trailer, providing a convenient place to keep reels from taking up space and getting scattered around, and making sure they get back to the nearest service center quickly and efficiently.

Find out more about Sonoco wire and cable reels by getting in touch with our reel design and development team. There's never been a better time to re-evaluate whether your current supplier is saving you money or costing you plenty in terms of quality and reputation. Click or call:

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**Earth, 3,000.  
Disposal fees, 0**



## EcoReels Scoreboard Quantifies Your Savings.

**Sonoco doesn't just promise savings from our reel recycling program.** We provide utilities with quarterly reports showing the number of reels returned, the number of trees they saved, the cubic years of dumpster space avoided, and the estimated disposal cost they saved.

Just how much of a difference can the recycling of wooden reels really make? In one five-year period of working with Sonoco's recycling program, utilities, cable companies and cable and wire manufacturers collectively saved more than 3,000 trees. Thanks to their efforts to change the way the world works, Sonoco received nearly two billion total pounds of reels for recycling, saving end users more than \$36 million in disposal costs in just five years.



Although recycling wooden reels is a recent innovation for many companies, finding ways to conserve natural resources is not new to us. Sonoco launched a full-scale reel recycling program after a small pilot program proved successful way back in 1991.



Today, our EcoReels recycling program is especially economical for larger companies with the infrastructure to use and dispose of a large number of reels. We now recycle reels for most of the nation's largest investor-owned utilities, as well as public authorities and rural electric cooperatives. Whenever you see the EcoReels logo, you know you're working with a smart company focused on the future.

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	# Reels recycled	Total lbs of reels received	# Trees saved	Est. disposal cost avoided by end user
2004	183,450	37,607,250	61,150	\$7,338,000
2005	178,465	36,585,325	59,488	\$7,138,600
2006	207,103	42,456,115	69,034	\$8,284,120
2007	198,181	40,627,105	66,060	\$7,927,240
2008	140,915	28,887,575	46,972	\$5,636,600



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What Goes Around  
Comes Around.



## EcoReels recycled, rebuilt wire and cable reels are even better the second time around.

**Recycled wooden wire and cable reels from Sonoco are better all around.** They're better for manufacturers who want to improve quality and protection of wire and cable and create value for their customers; better for cable and utility companies to promote a greener image and save money in landfill disposal costs; and better for the environment, saving thousands of trees every year.

Through our **EcoReels** recycling program, Sonoco collects used wooden reels from utility companies, contractors and distributors, repairs and refurbishes them, and sells them to wire and cable manufacturers. As the program brings reels full circle, they:

- Make reel management effortless for cable and utility companies through programs designed to meet their individual needs
- Save disposal costs

- Protect wire and cable better, enhancing the manufacturer's quality image
- Help users showcase their commitment to environmental stewardship and sustainable business practices through reports detailing how many trees and how much landfill space they saved.
- Provide an easy way to use savings data as a sales and marketing tool



## Nine Steps to Like-New Condition

Sonoco employs a painstaking nine-step process to make sure every recycled and refurbished reel is completely ready to go back into service.

**Step 1: Clean the old reel**

**Step 2: Strip off all paper**

**Step 3: Remove staples**

**Step 4: Tighten bolts and replace as needed**

**Step 5: Replace missing and damaged drum staves**

**Step 6: Fill all voids**

**Step 7: Reset high nails**

**Step 8: Re-sand all cable-bearing surfaces**

**Step 9: Spray coat to customer specs using water based, environmentally friendly coating**

With such attention to detail and quality, our cost-effective reels can often be recycled three or four times.

Contact Sonoco for more details about **EcoReels**, the most comprehensive, cost-effective reel recycling program in the industry. There's never been a better time to re-evaluate whether your current supplier is really saving you money, or costing you plenty in terms of quality and reputation. Click or call: [www.sonoco.com/reels](http://www.sonoco.com/reels), 800/633-3963

