

NEWS RELEASE – FOR IMMEDIATE RELEASE

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BAKER & ASSOCIATES LAUNCHES NEW PRODUCT FOR SONOCO

Baker & Associates, Inc. was recently selected by the Paper Division of Sonoco Products to assist in launching their newest product, the ChillWrapper™ Beverage Insulator. A 4-color direct mail piece was created by Baker & Associates to introduce the product to the beverage and specialty advertising markets. Sonoco is a world-class producer of uncoated paperboard, supplying a wide range of grades, weights and strengths to the converting industry. Additionally, Sonoco is a long-time champion of recycling and reclamation, each year collecting more than two million tons of recovered fiber and then utilizing it as their primary raw material to manufacture into paperboard for a variety of end uses.

Baker & Associates, Inc. is a unique advertising and public relations agency based in Charleston, S.C. Founded by Charlie Baker in 1985, Baker and Associates utilizes a network of freelance consultants to create and execute advertising and public relations campaigns. This concept offers each client a specialized art director/copy writer team selected to meet their individual needs. Additionally, by working with freelance consultants, Baker is able to keep his overhead costs at a minimum, thus passing the savings on to his clients.

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