



Western Container and Sonoco: A Successful Adhesive Partnership

Sonobond® Adhesive Solution Saves Leading Tube and Core Manufacturer Significant Time and Money

THE CHALLENGE

A NEED FOR PERFORMANCE AND EFFICIENCY

Western Container Corporation, a Wisconsin-based leader in the manufacturing of premium paper tubes and cores, has built its reputation on delivering highly customized, high-quality solutions to customers. As part of its commitment to innovation, Western Container continuously works to optimize its supply chain and improve operational performance. For the past 17 years, they have relied on Sonoco for their paper supply needs.

In 2024, Western Container invested in new equipment to increase production capacity. However, the upgrade came with a challenge: the company's existing adhesive provider couldn't keep up with the new demands for a stronger, faster and more reliable adhesive solution. Faced with this challenge, Western Container turned to Sonoco for help.

THE SONOCO SOLUTION

CUSTOM ADHESIVE INNOVATION

Sonoco, known globally for its leadership in packaging solutions, also has an adhesives, sealants, and coatings division dedicated to providing high-performance products for both internal and external customers. Their experience in the packaging industry made Sonoco the perfect partner to address Western Container's adhesive needs.

After conducting several tests at Western Container's facilities, Sonoco chemists developed a pre-mixed, ready-to-use high-tack liquid formulation of **SonoBond® body ply adhesive**. This innovative solution was tailored specifically for Western Container's applications, removing the need for advance preparation to pre-mix separate components as the incumbent product required.

The results were impressive. The SonoBond® body ply adhesive, with its increased tack, helped increase speed on the machine by 15%; thus, increasing overall yield of the tube and core line without requiring advance preparation to pre-mix a solution. This performance boost translated into greater production efficiency overall. Based on the success of the body ply adhesive, Western Container opted to implement SonoBond® top ply adhesive as well, further enhancing the company's throughput and overall adhesive performance.

THE RESULTS

SAVINGS AND INCREASED PRODUCTION EFFICIENCY

The decision to switch to SonoBond adhesives proved to be a game-changer. In addition to the 15% increase in production speed, Western Container realized significant cost savings. The company estimates more than **\$150,000 in savings** annually in adhesive costs alone, not to mention additional savings from faster run times and increased throughput.

The positive impact of this collaboration didn't stop with Western Container. Over the past year, other companies in the tube and core manufacturing industry have upgraded to SonoBond adhesives, citing similar gains in performance and cost reductions.

Customers have praised Sonoco's ability to provide tailored adhesive solutions, emphasizing the depth of expertise and commitment to innovation that goes beyond simply providing a product — Sonoco is a partner dedicated to optimizing production processes.

*"The key to our success with Sonoco is the long-term relationship we've built," said **Matt Teeman**, Vice President of Western Container Corporation. "Sonoco understands our business, our materials and our equipment like no other supplier. This deep knowledge enables them to optimize our operations in ways that others can't. The custom adhesive formula they delivered has saved us both time and money, and we couldn't be happier with the results."*

A WINNING PARTNERSHIP BUILT ON TRUST AND EXPERTISE

Western Container's success with Sonoco's SonoBond adhesives is a testament to the power of collaboration and innovation. By combining Sonoco's innovative adhesive technology with its in-depth understanding of Western Container's needs, Sonoco has helped streamline production processes, reduce costs and improve efficiency—ultimately delivering lasting value for Western Container.

As Sonoco continues to serve customers with high-performance adhesive solutions, it remains committed to helping businesses like Western Container achieve their goals through custom-designed solutions that drive efficiency and enhance bottom-line performance.

ABOUT THE COMPANIES

Sonoco is a global packaging leader with over 300 plants in more than 85 countries. The company was formed in 1899 in Hartsville, South Carolina and is now the world's largest producer of composite cans, tubes and cores and edgeboards. The company owns over 20 paper mills worldwide providing recycled paperboards for packaging and other applications, like custom adhesives solutions, to customers around the globe. Learn more: sonoco.com

Western Container Corporation of Beloit, Wisconsin is a progressive manufacturer of spiral wound paper tubes and precision specializing in a variety of services including tape and label cores, film cores, protective packaging, mail tubes and composite cans for customers in a wide range of industries. For more information, visit westerncontainercorp.com.

Paper and equipment upgrades create need for stronger adhesive solution not available on-shelf

Sonoco develops custom SonoBond® adhesive, which increases speed on the machines by 15%

SonoBond® formula improves production and delivers \$150k in cost savings

