

## Water Conserving Tips

Water usage is at a 10-year low, but officials are encouraging more conservation efforts to offset rising water rates and an expected 30 percent decline in supplies from Northern California in coming years.

### Tips for homes and businesses, average amount saved per day:

- Turn off water when brushing teeth (saves 3 gallons)
- Shorten showers by 1.5 minutes (saves 5 gallons)
- Do laundry only with full load (saves 15-50 gallons)
- Repair leaky faucets inside and outside the home (saves 20 gallons per day)
- Do not wash patios and driveways with water (saves 150 gallons per rinse)
- Avoid watering outdoors between 8 a.m. and 8 p.m. (saves 25 gallons)
- Install low-flow showerheads and hose nozzles
- Purchase low-flow toilets
- Landscape property with drought-resistant foliage



For more information call (562) 929-5700



## Golden 1-Hr Photo

Owners David and Judy Kwok have been providing their customers with high quality service since 1989. In February of 2009, David and Judy will celebrate their 20th year of business in Norwalk. By adding new printing technology to their photo lab, and also providing new services for customers, the Kwok's success over the past 20 years is testament to their entrepreneurial spirit and hard work.



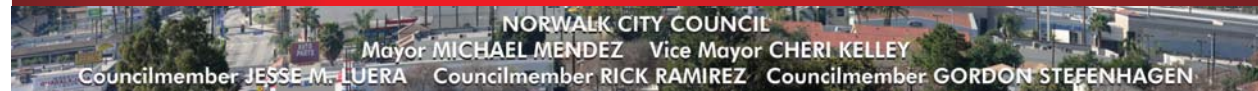
Throughout their 20 years of accomplishment at Golden 1-Hour, they have learned to adapt to changing times. The technology in the photography processing industry and the switch from film cameras to digital models has kept David and Judy "on their toes" and in response they have steadily improved their product using the highest quality printing machines available and matched that with great prices and customer service.

Over the past 5 years they have seen a decline in business and to compensate, they have incorporated digital design (machine embroidery) to their list of services. Now the Kwoks are able to produce even the most intricate jobs for businesses and individuals alike. In addition, the Kwok's continue to provide computer digital imaging and slide processing, black and white photography, photo enlargements and reprints, studio and passport photo services, as well as photo restoration and finishing.

If requested by the customer all photos can be spot-checked and will be adjusted by using the latest computer software to enhance quality prior to print at no cost to the customer. For more information or to receive Golden 1-Hour Photo services stop by 11778 Firestone Blvd. or call (562) 868-8485.

## Chamber of Commerce 3rd Annual Casino Night Friday, November 7, 7-11 p.m. • Norwalk Arts & Sports Complex

For more information call (562) 864-7785



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# Seven Questions with Sonoco Products Company Consumer Packaging Group

With today's economy heading into recession or already in recession (depending on your source) small businesses, and large corporations alike are struggling with the related issue of finances. Sonoco is a business that experienced the worst financial break down in history, The Great Depression. Sonoco has been around for 109 years and May 10, 2009 will mark 110 years. With this in mind we arranged an interview with Roger Schrum Vice president of investor relations & corporate affairs:



## Is Sonoco a family owned business?

Major James Lide Coker founded Sonoco in 1899. While the Coker family remains involved in the business and major shareholders, Sonoco has been a publicly traded company dating back to the first 1,000 shares issued at \$100 par value back in 1899.

The first product was a cone-shaped paper carrier used for winding and transporting yarn.

## Has the company gone through a name change?

Founded as the Southern Novelty Company on May 10, 1899, the company changed its name to Sonoco in 1923.

## How big was the company when it first opened its doors in 1899? How far has the company come since then (Employees, Annually)?

The company started with 12 employees. In 1900, it reported overall sales of \$17,000 with net income of \$2,000. Today, Sonoco is a \$4 billion company with approximately 18,600 employees at more than 330 locations in 35 countries around the world.

## What philosophy has the company maintained that you were able to withstand the ripples of the economy for over 100 years?

First and foremost to our success are our employees. We've been successful in developing a culture that is based on the philosophy that "people build businesses." We work hard to foster – from the top down – an environment that encourages and allows each employee to contribute ideas, seek challenges, assume leadership and achieve personal goals by helping the company succeed. In addition, we've maintained a strong focus on growing our businesses through the diversification into a variety of consumer and industrial packaging products and services. We're the world's largest producer of recycled-paper based composite cans, which are used primarily for food items ranging from powdered beverages, and coffee to salty snacks like our most recognized container for Pringles chips. The Norwalk plant is a significant supplier of composite cans to large consumer products good and food companies on the West Coast. Sonoco is also a global manufacturer of uncoated recycled paperboard and paper-based spiral wound tubes and cores

used to wind and carry paper, plastic film, textiles, tape and other specialty products. And, we are a leader in the production of flexible packaging, protective packaging, ends and closures, rigid plastic containers, wire and cable reels, and point-of-purchase displays. Our product diversification along with our global footprint (production in 35 countries) helps us remain financially strong even when the economy negatively impacts a specific part of our business or geographic region.



**Being in business for this long you must have established a good customer service department. Can you share something that helped you not only manage your customer service team but also taught them how to be effective serving customers?**

Our customers are some of the largest consumer product companies known around the world including Procter & Gamble, Kraft, Mars, Abbott Nutrition, General Mills, Sara Lee, Unilever and Nestle. While we may sell up to a dozen different forms of packaging or services to a customer, we provide "One Sonoco Face" customer service which is focused on bridging the gap between research, development, testing, brand management, supply chain management and even retail merchandising to provide speed to market for our customers. No other company in the packaging field can provide the depth of products and services and geographic reach as Sonoco.

## What is the number one goal of the company?

Our mission is to be the low-cost global leader in providing customer preferred packaging solutions to consumer products goods companies while delivering average annual double-digit total returns to our shareholders. Simply stated, we want to continue growing the size and scope of our company while continuing to build long-term value for our customers, shareholders, employees and stakeholders in the communities where we operate. To do this, we understand the importance of maintaining the successful culture we've established at Sonoco. We also understand the importance of providing strong customer service and producing high-quality products that meet the needs and expectations of both our customers and consumers in the marketplace.

## In the media today there is a lot of reference of today's economy to the Great Depression. What are your thoughts on this from a philosophical standpoint?

Global economic conditions have clearly deteriorated during 2008 fueled by a severe credit crisis in the U.S. and volatile energy and raw material costs. These unprecedented economic headwinds are impacting consumers, our customers and enviably Sonoco. While we believe we can expect the current global economic downturn to continue to affect our businesses throughout 2009, we remain optimistic about our future prospects. Our balance of consumer and industrial packaging and services businesses, stretched over a diverse geographic landscape, provides us with an ability to be successful over a business cycle.