

Sonoco recycles wooden reels, cuts customers' costs

June 16 -- Sonoco Products Co. helped utilities and wire and cable manufacturers recycle more than 150,000 wire and cable reels during the past year.

"Sonoco's Wire and Cable Reels division is working to close the loop for U.S. electric utilities and other reel users by offering the largest and most comprehensive reel recycling program," said Randy Lusk, general manager of the company's wire and cable reels division.

The program helps customers reduce landfill disposal costs by recycling the wooden reels. Those reels often can be recycled three or four times. They are cleaned, refurbished and repainted before reuse, the company said.

The program serves 1,200 customers in the United States and Canada, Sonoco said. Sonoco estimated it helped customers avoid \$6 million in disposal costs by recycling the reels.

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