



# SONOCO Trident Case Study

HQ: Hartsville, South Carolina  
[www.sonoco.com](http://www.sonoco.com)

## Location:

Opción Santa Fe III Building,  
Ave. Prolongacion Paseo de la  
Reforma # 1236, Colonia Santa  
Fe, Mexico D.F.



## Example: NAI Team Negotiated A Better Deal Than The Client Requested.

Note: This is a sample from the Panamericas teams we manage jointly with our Mexico and Latin America Teams. This project is from Mexico City. Samples from other LatAm countries are available upon request.

### Background Situation

Sonoco is a global provider of packaging products and services, delivering innovative solutions to industrial and consumer businesses. Sonoco – Trident, is a recent acquisition intended to provide design and creative marketing support. It occupied offices in a Regus Center and requested NAI to identify space in buildings close to its current location for a planned expansion out of the Regus environment.

### Challenges

No space meeting its requirements was available.

### Team Actions

NAI identified all options in existing and adjacent submarkets, potentially fitting the specialized image requirement for the new division.

One option was located in a Class A mixed use location surrounded by full services and amenities. The space was a building at a slightly further distance than Sonoco intended. Due to NAI competitive intelligence, we identified a retrofit opportunity for what appeared to a different option.

NAI Mexico Build construction division presented for SONOCO – TRIDENT's approval, a conversion of the original space to a well-thought-out practical space that promoted creativity and the Trident image---in a highly desirable location, and because of the most favorable rent cost, accessibility and free rent grace period, our client signed a long term lease on the space.

### Results

Rental Rate is \$17.50 / M2/Month, r the lowest rate in Santa Fe, 27% below market

Building has a cafeteria open to the public, a convenience store on the grounds, is easily accessible, a well-appointed garden area for relaxation, is very well maintained, and space was remodeled by NAI Mexico Build.