

# INNOVATION AWARD

## OF THE YEAR

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**ACCORD CARTON COMPANY**  
Corona Extra - Circular Packaging



Upon first look at Accord Carton Company's Corona Extra six pack creation, innovation likely wouldn't be the first word that comes to mind. On the surface, it looks like the six pack has an average uncoated stock made from wood fibers. In reality, the product was produced using barley straw, a byproduct of the barley growing process, along with recycled wood fiber. The product showcases Corona Extra's dedication to sustainability in their business, as they utilized materials that would have otherwise been burned, tilled under, or discarded.

For three years, Corona Extra's parent company, AB INBEV worked alongside their partner, Sustainable Fiber Technologies, to hone and create a new process that turns straw into a durable fiber that can also be used when making paper. They thoroughly tested the six-pack to ensure the straw could withstand the wear-and-tear that occurs in its lifetime. The cartons miraculously withstood being bent, torn, pulled, dropped, vibrated, and drenched in water, proving that barley straw has the secret sauce needed to be the perfect combination of sustainable and durable. Accord Carton Company showcases that innovation takes time, but more often than not, it's worth the wait.

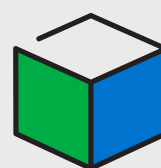


## ABOUT

PPC's 78<sup>th</sup> annual North American Paperboard Packaging Competition is the premier competition for the manufacturers of paperboard packaging. Adjudicated by a diverse group of packaging professionals and professors, the competition tracks the pulse of carton design and celebrates the industry's dedication to advancement.

Now in its 91<sup>st</sup> year, Paperboard Packaging Council (PPC) is the North American association for converters of paperboard packaging and their suppliers. PPC works to grow, promote and protect the paperboard packaging industry while providing its members with resources and tools to compete successfully in the marketplace. For more information, visit [www.paperbox.org](http://www.paperbox.org).

ACCORD  CARTON



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