

2021 FOLDING CARTON OF THE YEAR

ACCORD CARTON CO.
Goose Island Birthday Bourbon
County Brand Stout



Has anyone ever denied a gift with a little extra pizzazz? The answer is no one! Which is why Accord Carton Company had so much success when designing a premium package that matched the exclusive, limited release of Goose Island's Birthday Bourbon County Brand Stout.

The structure of the package was designed impeccably, as the pull tab on the front seamlessly opens to reveal the box contents, while also using reverse cuts to retain the continuity of the outside graphics. Visually, the gold foil stamping and gloss UV capture the eye when on a shelf, while the soft touch coating and embossing adds to the premium feel of the product when held in hand.

Accord Carton Company went to work and delivered a memorable experience that matched the limited release expectations Goose Island customers had for the beer itself. The package oozed luxury and premium quality, making it a very well-deserved Folding Carton of the Year.



ABOUT

PPC's 78th 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 91st 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.