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theBox Wins 2015 New Product Launch Gold Award

National Hardware Show Recognizes Burnable Charcoal Chimney as Best New Product



Kalamazoo, MI – May 2015 – Charcoal Box USA announces today that the company’s newly released all-in-one grilling starter kit, **theBox Burnable Charcoal Chimney**, has been awarded this year’s highest honor, **“New Product Launch Gold Award”**, by the National Hardware Show.

This year marks the seventh annual New Product Launch Spotlight program which is devoted to new products that have not yet hit the market (no pre-negotiations or pre-sells). These items are judged by leading merchants from retailers and distributors including Ace, Distribution America, Handy Hardware, Jensen Distribution Services,

PRO Group and Sears Holding Corporation. Gold, Silver, Bronze and Honorable Mention awards are then awarded to top products.

theBox Burnable Charcoal Chimney replaces the standard metal charcoal chimney with a patented cardboard container. Perfect for cookouts, tailgating, the beach and camping, theBox contains 40 ounces of premium charcoal briquettes and starting paper. Just add a match and with a few easy steps the grill is ready to go in about 20 minutes. No need for lighter fluid and the chimney burns away so there’s no messy clean up.

“Winning this year’s Gold Award for Best New Product Launch is an honor,” said Patrick Hanna of Charcoal Box USA. “Our team worked hard to develop a product that would simplify grilling for the everyday consumer and we were proud to launch it at the 2015 National Hardware Show.”

About theBox®

theBox grilling starter kit was designed to simplify outdoor grilling when access to one’s easy-light grill is compromised. Lightweight, cleaner, and easier to use than other charcoal grilling options, theBox is ideal for tailgating, camping, the beach and even the backyard patio. The first and only all-in-one burnable charcoal chimney, it contains everything needed (except the match) to strike up a perfect grilling environment anywhere, anytime. For more information on theBox grilling starter box, please visit <http://www.charcoalbox.com/>.

