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theBox Wins 2015 NRHA Whole Packaging & Environmental Packaging of the Year Awards
North American Hardware Association Recognizes Product Launch Packaging as Industry Best



Rector, AR – 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 coveted “Whole Packaging Award” and the “Environmental Packaging of the Year Award” by the NRHA.

This year marks the sixth annual Packaging and Merchandising Awards program which recognizes the best in the industry. The Whole Packaging Award is awarded to winners who exemplify the highest standards of packaging and merchandising excellence while the Environmental Packaging of the Year Award honors products that have made the greatest advancements in the field of environmental packaging.

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.

“We are honored to receive this award from the NRHA,” said Patrick Hanna of Charcoal Box USA. “As we bring theBox to the consumer market this spring, we are proud to have risen above the competition with its innovative packaging and merchandising. This award is a reflection of our team’s hard work, innovation, and creativity.”



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/>.