



# WestRock Honored for Design Excellence by Paperboard Packaging Council

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## **Company Receives 12 Awards at Annual Paperboard Packaging Competition, Including Inaugural Digital Application of the Year Award**

ATLANTA, Nov. 06, 2018 (GLOBE NEWSWIRE) -- WestRock Company (NYSE: WRK), a leading provider of differentiated paper and packaging solutions, received 12 awards at the 75th annual North American Paperboard Packaging Competition. The awards include the inaugural Digital Application of the Year Award for its Crown Royal Rodeo Digital Campaign.

Sponsored by the Paperboard Packaging Council (PPC), the competition is judged by a panel of packaging experts. The awards recognize cartons that represent the best in converting excellence, innovation and sustainability that the North American folding carton industry has provided its customers over the past year.

WestRock's Crown Royal Rodeo Digital Campaign received the PPC's first Digital Application of the Year Award for its use of high-quality printing on transfer-metallized 24-point board, rather than traditional 12-point board. Multiple rodeo-inspired images wrap around the carton, designed to capture the consumer's eye from every angle. The campaign also received Gold and Excellence awards in this year's competition.

"At WestRock, we know packaging can help differentiate our customers' products and help them win with consumers," said Pete Durette, president of Enterprise Solutions & Strategy for WestRock. "We are proud to have been honored by the Paperboard Packaging Council. These winning designs represent the value we provide our customers through insights-driven solutions and innovation made possible by WestRock's talented design, commercial and operations team."

In addition to the Digital Application of the Year award, WestRock earned four gold and seven excellence awards for a variety of packaging solutions. A full list is included below, and images can be viewed **here**.

- **Crown Royal Rodeo Digital Campaign:** Digital Application of the Year Award; Gold Award, Digital category; Excellence Award, General category
- **Jupiler Summer Concert Promotion Pack:** Gold Award, General category
- **Asahi Ice Pack:** Gold Award, General category; Excellence Award, Innovation category
- **New Belgium ® Temporary Tap Handle:** Gold Award, Innovation category; Excellence Award, General category
- **Adroit Theory Black Lotus:** Excellence Award, General category
- **Chang World Cup Fan Pack:** Excellence Award, General category
- **Dogfish Head Adventure Ready Ice Pack:** Excellence Award, General category
- **Dunkin Donuts ® 12-pack donuts:** Excellence Award, General category

### **About WestRock**

WestRock (NYSE: WRK) partners with our customers to provide differentiated paper and packaging solutions that help them win in the marketplace. WestRock's 50,000 team members support customers around the world from more than 320 operating and business locations spanning North America, South America, Europe, Asia and Australia. Learn more at [www.westrock.com](http://www.westrock.com).

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