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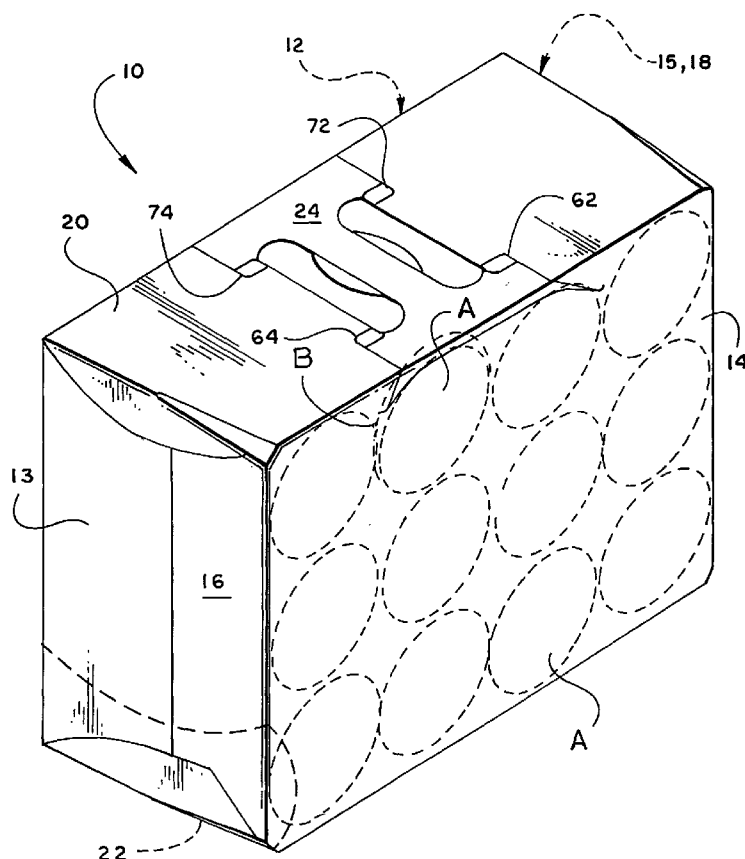
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(54) Title: CARTON WITH TRANSVERSE STRAP HANDLE



(57) Abstract: A beverage carton (10) has a center panel (20), a left panel (12) foldably connected to the center panel along a left fold line (32), a right panel (14) foldably connected to the center panel along a right fold line (34), and a strap handle (24) formed from the center, left and right panels. The strap handle extends transversely, instead of longitudinally, across the center panel between the left and right panels to absorb lifting forces in the side panels rather than end panels (13/16, 15/18) of the carton.

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