



Paper and Packaging Board Newsletter

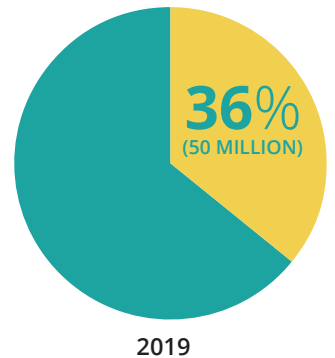
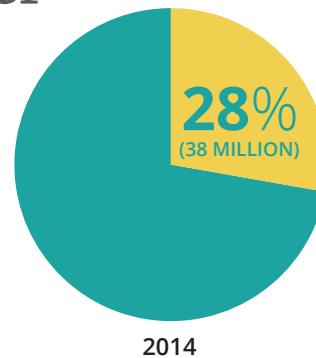
IN THIS ISSUE: Consumer Campaign | B2B Campaign | Industry News & Tools | Social Spotlight Making an Impact | Pulp Magic Blog |

CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

New research shows campaign helped grow consumer audience and purchasing power

New data from Isobar market research revealed that the Paper & Packaging – How Life Unfolds® campaign helped expand the audience of 18 to 49-year-old consumers who say they enjoy and use paper and paper-based packaging products from **38 million** to **50 million**. In addition, these 50 million consumers – a mix of Gen Z, Millennials and Gen Xers – report buying more paper products than before the campaign began five years ago. That’s a lot of fans of paper and paper-based packaging!



READ our full 2019 Impact Report at paperandpackaging.org/sites/industry



Hitting newsstands this month

We are reaching business decision makers in the February issues of *Bloomberg Businessweek* (on sale February 14) and *Forbes* (on sale February 25) with ads that highlight the safety and protection paper-packaging provides to keep products intact.

CHECK OUT all of our print ads at paperandpackaging.org/industry-resources/media-resources

CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Let your love leap from the page, literally

Valentine's Day is this weekend, and we're encouraging consumers to celebrate the ones they love by giving them a beautiful paper card and/or a delicious box of chocolates! According to eMarketer, overall spending for the holiday has increased since 2011. In 2019, internet users planned to buy candy (52%) and cards (44%) rather than flowers or clothing. Via our social media channels, we're encouraging consumers to download our instructions for a handcrafted pop-up card or to visit our printables page for even more downloads (we have more than 50 available). With 70,000+ downloads last year, we have more than enough options to celebrate.



DOWNLOAD instructions for handcrafted pop-up cards at howlifeunfolds.com/lifestyle-interests/pop-cards

B2B CAMPAIGN

Premium eggs demand premium paper packaging



In the competitive world of premium produce, Handsome Brook Farm, distributors of organic, pasture-raised eggs, relies on the hybrid paper carton to protect its fragile product and convey a premium image. And, consumers couldn't agree more! According to our own survey, 63% of respondents said paper and cardboard packaging makes products seem premium or high quality.

"You can print side-to-side and edge-to-edge on the paperboard, and you can even print underneath. This allows us to tell a more complete and compelling story."

- MATTHEW SHERMAN, CMO

WATCH how we bring Handsome Brook Farm's paper story to life in a new video at howlifeunfolds.com/innovation/handsome-brook-farm

CAMPAIGN HIGHLIGHTS

B2B CAMPAIGN

New P+PB Sales Channel Toolkit – Find your go-to sales data to win customers over

The newest resource for our member companies and downstream customers, the Sales Channel Toolkit already has more than 1,850 views, shares and downloads. The Toolkit houses sales enablement materials that leverage consumer insights and industry trends to support sales teams in their customer conversations. Sell sheets (seven available), infographics and more reinforce the unique selling points of paper when it comes to packaging, productivity, learning and sustainability.

REQUEST login access online at paperandpackaging.org/toolkit-request



DOWNLOAD our newest sell sheet about the unboxing experience, an exciting new e-commerce phenomenon at paperandpackaging.org/sites/industry

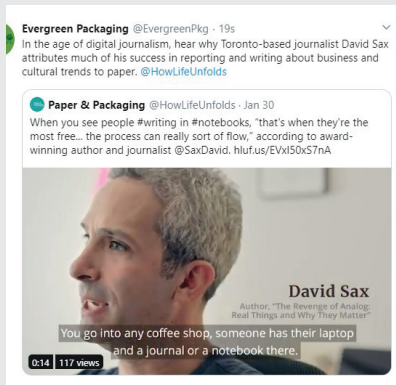
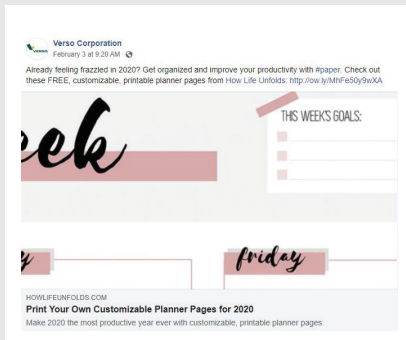
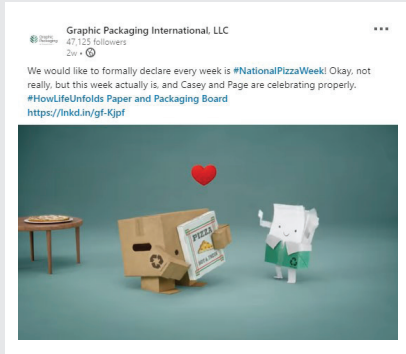
INDUSTRY NEWS & TOOLS

Paper2020 – Breakfast with P+PB president lays out the future

Mary Anne Hansan, P+PB president, invites you to breakfast on March 17, during Paper2020 to learn more about the industry's national consumer campaign and what is ahead for the campaign which turns five this year. Co-hosted by association partners AF&PA and NPTA this is THE annual networking event for the paper industry.

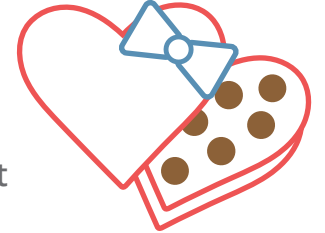


Social Spotlight & Sharing

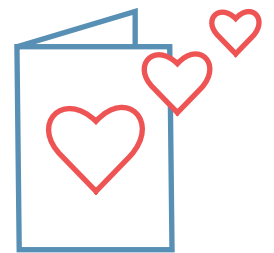


TOP GIFTS PEOPLE PLANNED TO BUY FOR VALENTINE'S DAY 2019

1st
CANDY
came in first
at 52%



2nd
GREETING CARDS
came
in second at 44%



There has been a shift to more experiential gifts and less jewelry purchases

Source: e-Marketer, January, 2019.

PULP MAGIC BLOG



By Mary Anne Hansan

Enjoy your to-go cup of joe

Many people do not know that coffee cups are sourced from sustainable paper and trees, and are recyclable in many markets, including major cities like Boston, Denver, New York, San Francisco, Seattle and Washington, D.C.

VISIT paperandpackaging.org/blog for the full story.

