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CAMPAIGN HIGHLIGHTS

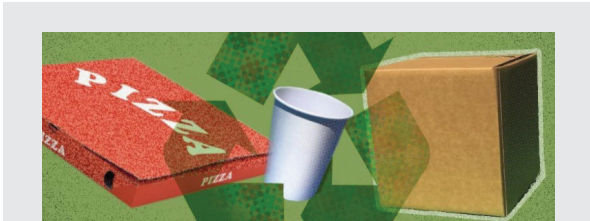
CONSUMER CAMPAIGN

Meet the stewards protecting the forest inside a U.S. state park



Managing the trees in a protected wild forest, the community of Adirondack Park work together to conserve the area's natural beauty and resources. Ticonderoga, NY is home to Fort Ticonderoga, a historical preservation site, and the Ticonderoga paper mill, the only paper-making plant located inside a U.S. state park.

SEE THE STORY behind this unique forest land and the partners that collaborate to ensure its sustainability on HowLifeUnfolds.com or at [YouTube.com/howlifeunfoldsppb](https://www.youtube.com/howlifeunfoldsppb)



America Recycles Day is this Sunday

Celebrate all week with us!

Are you ready for America Recycles Day? We are! Join us all week as we celebrate across all our social media channels. Our research shows that consumers can be uncertain about what types of paper products can go into the recycling bin. We've made this simple with articles full of recycling stats and facts, as well as a downloadable list with what can and can't be easily recycled to alleviate these consumer concerns. Be sure to also follow Fibre Box Association and AF&PA on social media to see their recycling tips, too.

CAMPAIGN HIGHLIGHTS

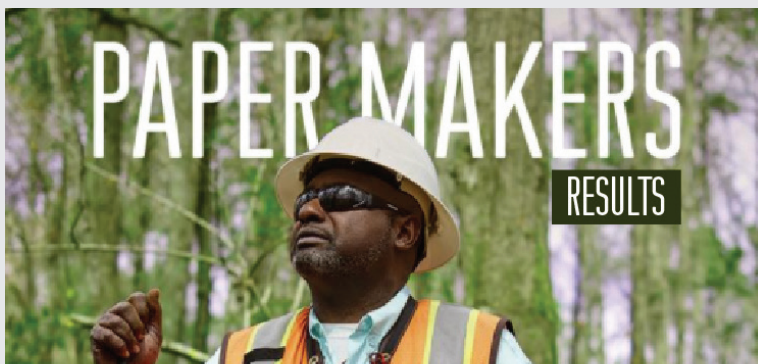
B2B CAMPAIGN

Choose paper-based packaging this holiday season

Due to the pandemic, consumers are being encouraged to shop online early to get their holiday packages in time for Christmas without incurring shipping delays. This means more boxes popping up on doorsteps needing to be recycled. To help remind brands and consumers about what to do with their boxes we have two new articles on [HowLifeUnfolds.com](https://www.howlifeunfolds.com) that we're promoting via social and digital. The first article explains how boxes help brands meet their sustainability goals and are preferred over plastic. Our "Unboxing the Facts," story explains to readers how to recycle and reuse their corrugated boxes and includes 10 important recycling stats. Look for posts on [Facebook](#), [Twitter](#), [LinkedIn](#) and [Instagram](#), as well as digital this month and through the end of the year.



Did you know? Corrugated fibers can be reused 7 to 10 times to make new boxes and other paper products. (corrugated.org)



IMPRESSIONS
94,379,443

The potential reach or exposure to the videos across media channels.



ENGAGEMENT
943,237

The total number of clicks, shares and views of the content.



CLICKS
225,793

The number of click-throughs to [howlifeunfolds.com](https://www.howlifeunfolds.com) to learn more.



VIDEO VIEWS
8,973,712

The number of partial and complete views of the full length and short form videos.

“Paper Makers” film resonates with industry and consumers

The industry film “Paper Makers,” which debuted in September, is generating impressive numbers thanks to the compelling stories of the industry’s foresters, mill workers and engineers that care for the land. Not only did people tune in to watch the full-length film, but this campaign also included three short videos and four articles shared via social and [HowLifeUnfolds.com](https://www.howlifeunfolds.com).

MEET the paper makers who entered the paper and packaging industry out of a love for our planet and a need to showcase its riches at [howlifeunfolds.com/paper-makers](https://www.howlifeunfolds.com/paper-makers)

CONSUMERS PREFER SUSTAINABLE FOOD PACKAGING OPTIONS



Frozen food packaging is more recyclable than you think — and consumers feel great about doing their part.



90% OF FOLDING CARTONS, by the ton, sent to the **frozen food sector** last year were **recyclable**.¹

69% AGREE they prefer **paper-based product packaging** to packaging made from plastic.²



80% AGREE they feel recycling **paper-based products of any kind** is still worthwhile.²



1. Paperboard Packaging Council, 2020.
2. 4 yr. average reflects average of scores across all 9 waves of research conducted, Consumer Tracking Survey, Isobar, October 2019. © 2020 Paper and Packaging Board. TM, © 2020 Paper and Packaging Board. All rights reserved.

What's new in the Sales Channel Toolkit

This month, with exciting new data provided by the Paperboard Packaging Council, you'll find two new assets in the Sales Channel Toolkit about frozen food packaging. We've added a social-friendly infographic highlighting the recyclability of frozen-food folding cartons, as well an article titled "Pretty Chill: New study shows that most frozen food cartons are recyclable."

REQUEST ACCESS to the Sales Channel Toolkit at paperandpackaging.org/toolkit-request

If you know of anyone else in the industry who would be interested, feel free to forward them the link.

INDUSTRY NEWS & TOOLS

Industry Thank-You campaign generates 1.2M video views!

To celebrate the industry and its products, this month we're running a social media campaign featuring our "Box's Mission: To Deliver" commercial with a very special, updated ending. We're thanking all of the essential workers for their tireless efforts providing families with the paper and packaging products we rely on every day.

WATCH the thank-you commercial at youtube.com/howlifeunfoldsppb




SOCIAL SPOTLIGHT AND SHARING

Green Bay Packaging - Chickasha Division
76 followers
40m · 🌐

Paper and Packaging Board
16,839 followers
3d · 🌐

Boxes deliver what we need. Especially now. Thank you to the people who make the boxes, packaging and paper so important to getting goods to us every day. Learn more at [#NationalManufacturingDay](http://hluf.us/M8DZ50BHlyK)



To the essential workers in the paper and packaging industry.

Verso Corporation
22h · 🌐

Since going remote, 74% of workers face digital overload. See why more people are turning to #paper to organize their thoughts, prioritize tasks, or just doodle to relieve stress: <http://ow.ly/wu5R50Bn515> How Life Unfolds



HOWLIFEUNFOLDS.COM
Remote Work Survey Shows Increased Reliance on Paper to Fight Digital Fatigue

Boise Paper @BoisePapers · 17h
The last few months have been full of innovating and pivoting. Thankfully, our industry remains dedicated and full of passion to meet all these new challenges. Hear from our paper makers how sustainability fuels their work. #PaperMakersFilm @howlifeunfolds




Meet the Paper Makers
The new film "Paper Makers" introduces you to the people who work in one of America's oldest natural industries—the paper industry—who ...
@howlifeunfolds.com

Domtar
41,468 followers
10h · 🌐

Paper and Packaging Board
16,834 followers
4d · 🌐

Our latest research shows more concern around the environment. Learn how we've moved the dial and created a strong playing field for the paper and packaging industry: <http://hluf.us/6Rws50BFVvC>



The environment is a hot topic. Together, we are part of the solution.
paperandpackaging.org · 2 min read

IMPACT DATA

THIS YEAR, ONLINE SHOPPING IS ON TREND



3 in 4 shoppers prefer online shipping this holiday season

Source: RetailMeNot.com "Your Guide to Holiday Shipping in 2020 — No Matter Where It Happens, or What It Looks Like." October 21, 2020.

PULP MAGIC BLOG



By *Mary Anne Hansan*

Consumers are at the heart of recycling

We've spent decades remaking our practices from the ground up to produce products made from a renewable resource, and increasingly from fiber that is both recyclable itself and contains recycled content. But our commitment would not be enough if it weren't for the millions of ordinary Americans in millions of individual homes and apartments who, for thirty plus years, have kept the faith of the blue bin. Recycling takes recyclables. But more importantly, it takes recyclers.

LEARN MORE on my blog at paperandpackaging.org/blog

