



Paper and Packaging Board Newsletter

IN THIS ISSUE: Campaign Highlights | Industry News & Tools | Data Trends That Matter | Social Spotlight
Pulp Magic Blog

CAMPAIGN HIGHLIGHTS

Mega-millennial influencer promotes holiday recycling and reuse message

Last Monday marked the largest Cyber Monday in U.S. online shopping history, according to a CNBC source. And, of course, that means boxes popping up on doorsteps during this holiday month. In anticipation of this, we sought out a rock star who could easily communicate our recycling message with our environmentally minded consumer audience. So, we partnered with mega-lifestyle Instagram influencer Courtney Shields to create creative content to reinforce the importance and ease of reusing and recycling boxes. Courtney's powerful platform allowed us to share this imperative sustainability message with her more than 890K followers. Her post generated more than 17.8K likes and 280 comments in the first 24 hours.



FOLLOW @HowLifeUnfolds and **@courtney_shields** on Instagram to learn more

"Ecommerce sales are up 32.4% this year, reaching almost \$800 billion dollars. Sales will reach almost 15% of all U.S. retail spending this year and 19.2% by 2024."

EMARKETER, October 12, 2020

New “Faces of the Forest” videos generate more than 860K views



In our seventh “Faces of the Forest” series, we feature the stewards who manage a protected wild forest inside a U.S. state park located in Ticonderoga, New York. Thanks to the story of this community working together to conserve the area’s natural resources and beauty, our videos generated 864K video views and 402K engagements (likes, shares and comments) via Facebook, Instagram, Twitter and LinkedIn. In its entirety, our “Faces of the Forest” environmental series, which began in late 2017, is some of our top performing content with more than 9 million video views to date!

LEARN MORE about this unique forest land and the partners that collaborate to ensure its sustainability, at howlifeunfolds.com/resource-stewardship and don’t forget to share our videos on social media, tagging [@HowLifeUnfolds](https://www.instagram.com/HowLifeUnfolds).

New sustainability research proves that “how you say it” really matters

This year, we conducted consumer research to measure attitudes about paper and paper-based packaging through the lens of sustainability. Research revealed that positive, inherently less defensive messaging, scores well with consumers. “Planting” scores better than “replanting.” “Sustainable forests” scores better than “managed forests.” It turns out that how you phrase these concepts really does matter. In our Sales Channel Toolkit, find information and channel marketing resources to share the value story of paper and paper-based packaging with your customers.



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

DATA TRENDS THAT MATTER

Consumers prefer sustainable packaging — and are willing to pay for it too.

67% AGREE they are **willing to pay more for products** that use **eco-friendly packaging.**



Source: Paper and Packaging Board. Isobar, Segmentation Update. October 2019. Percentage reflects all Expressives surveyed. TM, © 2020 Paper and Packaging Board. All rights reserved.


SOCIAL SPOTLIGHT AND SHARING

Seaman Paper @seamanpaper · Dec 3

When it comes to #packaging, today's consumers lean toward brands that share the same values as they do. For many, that includes #sustainability. Emphasize your conscious brand image with #sustainablepackaging, #sustainable

Paper & Packaging @HowLifeUnfolds · Nov 5


Decisions, decisions. What percentage of people say sustainable packaging plays a major role when deciding what to buy? Click here for more facts about paper packaging: hluf.us/oAw250C76HM



0:01 148 views

Sappi North America @SappiNA · 16h

Is your brand prepared for the #holidays? @howlifeunfolds shares great insights for how to make the best of this busy season with attractive, personalized packaging campaigns!



Say Hello to the Beginning of the Holiday Rush


Holiday gift sets using paper packaging are popping up both online and in stores earlier than ever. Find out why and discover unique packaging ...

howlifeunfolds.com

Neenah Fine Paper & Packaging

1,344 followers
23h · 🌐

To ensure holiday gifts arrive safely to your front door, count on paper packaging. It's a strong, versatile and sustainable material. Learn more reasons why paper packaging is a great pick: bit.ly/3lhVzvf via **Paper and Packaging Board**



How E-commerce is Shaping the Holiday Season

howlifeunfolds.com · 4 min read

Rand-Whitney

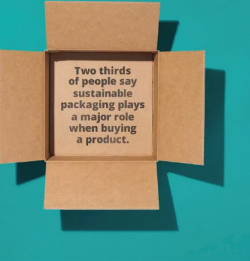
1815 followers
13m · 🌐

Packaging has a major impact on how consumers view your product. Sustainable, branded packaging is a powerful force in any company's sales strategy.

Paper and Packaging Board

10,011 followers
5d · 🌐

People are savvy consumers. They know what they like, and they like it even more when it comes in paper packaging that they know can be recycled. Get more facts about paper packaging here: <http://hluf.us/Gao550C76Nz>



PULP MAGIC BLOG



By *Mary Anne Hansan*

We knew reforestation was helping capture more carbon. Now we know how much.

If you spend enough time around the forest products industry talking to foresters and tree farmers, people responsible for managing supply chains and people thinking about sustainability and corporate responsibility, you get a basic sense of the “story” of American forests over the last century-plus.

LEARN MORE on my blog at paperandpackaging.org/blog

