

# Paper and Packaging Board Newsletter

## Helping a Sustainable Planet Unfold



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

### CAMPAIGN HIGHLIGHTS

## It's easy to make recycling paper and boxes a new daily habit

Paper and paper-based packaging are some of the most recycled materials in the United States. And we want to keep it that way by making it even easier to identify exactly what to recycle in your everyday life. New research shows that people can be uncertain about what types of paper products can go into the recycling bin. So, we're working on making it easy! This month, via social and digital ads, we're sharing an article full of recycling stats and facts around paper, paperboard food containers and shipping boxes, as well as a downloadable list with what can and can't be easily recycled to alleviate these consumer concerns.

**LEARN MORE** at [howlifeunfolds.com/resource-stewardship](https://howlifeunfolds.com/resource-stewardship)

**Recycle smarter not harder.**  
Do you know what belongs in the bin?



©2020 & © Paper and Packaging Board.

## CAMPAIGN HIGHLIGHTS

### Resolve to be more sustainable this year with paper

A new year means a new you, so let's resolve to put the planet first. When January comes to an end, about 80% of people will have already failed to stick to their New Year's resolutions (Business Insider)! Our downloadable 2021 calendar highlights key environmental dates and recycling tips to help consumers stay on track. It isn't complicated. The simple act of putting pen to paper and writing down your resolutions increases the odds of keeping them. Plus, with more than 151K downloads of our printable content last year, we know consumers will want to print this customizable calendar for 2021!

**PRINT** your calendar at [howlifeunfolds.com/personal-productivity](http://howlifeunfolds.com/personal-productivity)



## INDUSTRY NEWS & TOOLS

### 2020 Campaign Impact Report

*Coming soon!*

### P+PB's 2020 content resonated with consumers during pandemic

While 2020 was a year of uncertainty, the industry kept the products people wanted on shelves and delivered the stuff of importance to front doors. P+PB's messages reaffirmed the industry's resolve, reminding consumers how essential our products and industry are to staying safe, healthy and productive. We also promoted paper's value from virtual schooling to juggling work from home thanks to lists, sticky notes and notebooks. We also saw an unprecedented 151K downloads of our printable templates which included children's activities, holiday celebrations and recycling stats and facts for shipping boxes, food takeout containers and more. And according to our latest research, consumers' attitudes and perceptions about our industry and messaging soared, often with double-digit boosts in positive perceptions of our industry and products as we closed out 2020.

**LOOK** for more results in our full 2020 Campaign Impact Report in your mailboxes and on [paperandpackaging.org](http://paperandpackaging.org) at the end of this month.

### We're hitting the ground running in 2021!

This year, consumers are carefully examining their daily choices through the lens of sustainability now more than ever. And because of this, there has never been a more important time to share our values and track record by reinforcing our products' core sustainability benefits. The time is now for the paper and packaging industry to elevate its powerful sustainability content!

**LEARN MORE** at [howlifeunfolds.com/resource-stewardship](http://howlifeunfolds.com/resource-stewardship)

## DATA TRENDS THAT MATTER

Our 2020 campaign was louder and bolder than ever



**131M+**  
VIDEO VIEWS



**2.5M+**  
WEBSITE VISITS

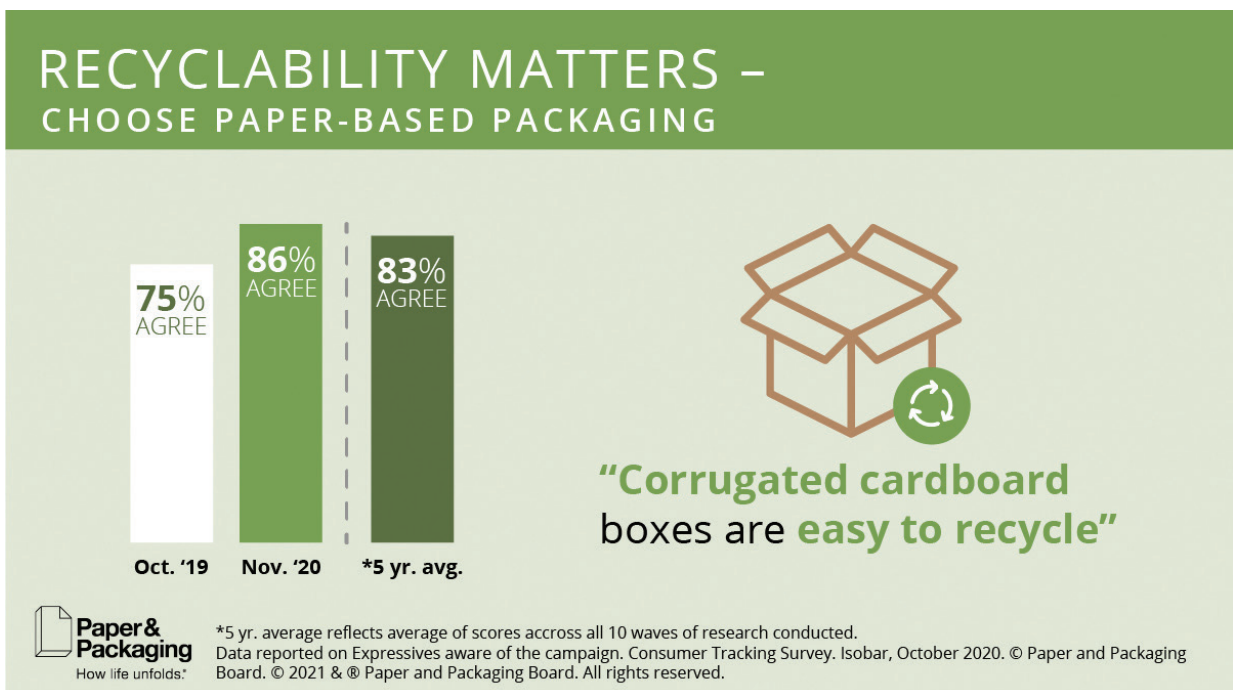


**150,000+**  
DOWNLOADS



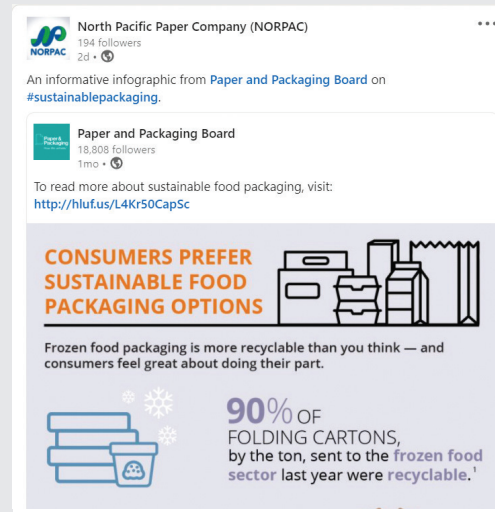
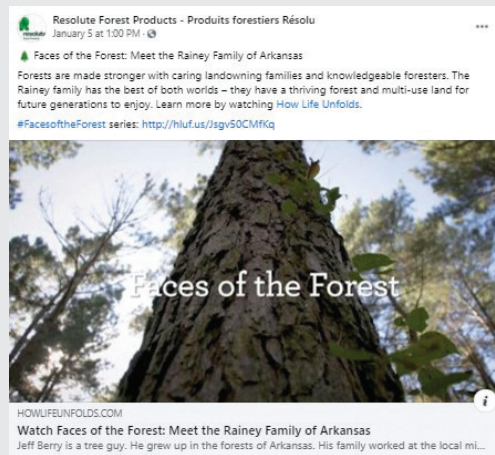
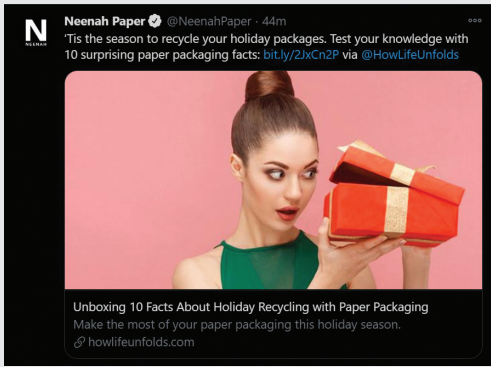
## SALES CHANNEL TOOLKIT

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.



If you haven't requested access to the Sales Channel Toolkit yet, sign up at [paperandpackaging.org/toolkit-request](https://paperandpackaging.org/toolkit-request)

## SOCIAL SPOTLIGHT AND SHARING



## PULP MAGIC BLOG



By Mary Anne Hansan

### Of all the boxes that will be shipped this year, this one stands out

Corrugated packaging played a critical role in a triumph of human ingenuity in 2020 and the foreseeable future.

**LEARN MORE** on my blog at [paperandpackaging.org/blog](http://paperandpackaging.org/blog)

