



Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold

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CAMPAIGN HIGHLIGHTS

Cheers to a more sustainable future as brands turn to innovative paper packaging

Millennials and Generation Z are demanding more sustainable products, and the boomer population increasingly follows their children's and grandchildren's lead. Eighty-four percent of consumers express concerns about the environment (Isobar Segment Deep Dive, 2019). That's why, via social media and digital, we're spotlighting the sustainability advantages of paper that are powering material innovation, especially in the beverage industry. From boxed water to paper bottles, we're uncovering the shift to more sustainable packaging.

READ about some of these remarkable paper-based trends you might see at howlifeunfolds.com/resource-stewardship



Faces of the Forest series generates almost 10 million views to date!



"I feel very good about the future of forestry because, not only myself, but other people are managing forests now for sustainability."
- Sally Hightower of Michigan

With our laser focus on sustainability this year, we're re-launching our "Faces of the Forest" portraits of foresters from wood baskets around the U.S. to share our industry's sustainable forestry stories. Thanks in large part to everything these individual and family foresters do, America grows twice as much wood each year as it harvests. It may sound surprising, but many consumers are unaware that paper and paper-based packaging are made from trees, which are natural, renewable resources. That's why we're reintroducing the stories of these passionate foresters in our "Faces of the Forest" videos.

FIND them on [howlifeunfolds.com](https://www.howlifeunfolds.com) and our digital and social media channels

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



We're one of the most sustainable materials on the planet, so why has telling that story proved so elusive?

There was a story in the business section of The Washington Post a few weeks ago with the headline "How Big Cardboard is handling the 2020 box boom." It was a largely positive look about how our industry is getting the most out of our supply chains to meet the unprecedented needs of Americans stuck at home far more than they'd like to be.

READ MORE on my blog at paperandpackaging.org/blog



As the nation stayed home, our industry and campaign remained out front

While 2020 was a year of uncertainty, the industry worked hard to keep 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. In 2021, we are ready to build on the momentum with messaging that continues to be right for the moment.

FOR FULL RESULTS, read through our 2020 Campaign Impact Report flipbook at paperandpackaging.org

SALES CHANNEL TOOLKIT

The gap in preference for paper over plastic reaches all-time high

Using data from our latest Attitudes & Usage Study conducted by Isobar in November 2020, 26 new infographics have just been added to the Sales Channel Toolkit. Speaking to consumers' increased preference for paper and paper-based packaging, as well as the industry's positive reputation, these infographics are ready to support customer conversations, enhance your social media presence and inform presentations.



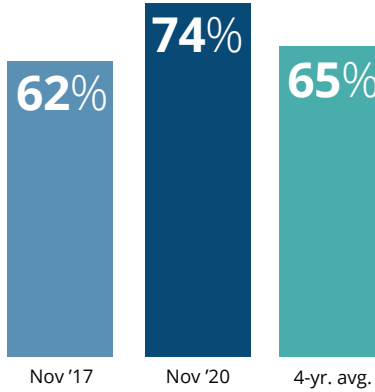
REQUEST ACCESS at paperandpackaging.org/toolkit-request

DATA TRENDS THAT MATTER

CONSUMERS TURN TO PRINT TO ALLEVIATE DIGITAL FATIGUE



U.S. printed book sales increased 8.2% in 2020 — their best year since 2010.*



I consciously make an effort to limit my/my family's use of cell phones and other digital devices.**

* National Purchase Diary Panel Inc. (NPD Group). January 7, 2021

** 4-yr avg. reflects average across all 6 waves of research conducted. Consumer Tracking Survey, Isobar, November, 2020. © Paper and Packaging Board. TM, © Paper and Packaging Board. All rights reserved.

SOCIAL SPOTLIGHT AND SHARING

Evergreen Packaging
@EvergreenPkg

Learn more about the importance of tree farms like Cedar Creek in the latest [#FacesoftheForest](#) video from [@HowLifeUnfolds](#)

Paper & Packaging @HowLifeUnfolds · Jan 29
Meet a forester who cares about every aspect of his land — from the water that runs through it to the wildlife that thrive off it. Learn more at [hlf.us/Ra550DcAPD](#)

Seven or eight years ago, we came out and planted [I think about 1,800 of five different species of oak trees here.](#)

020 120 views

TwoSidesNorthAmerica
@TwoSidesNA

Tax season is a fantastic opportunity to organize (and safeguard) your most important papers. [@HowLifeUnfolds](#) offers great tips and tricks to get your important documents ready for tax time.

[#TaxSeason](#) [#PaperFacts](#) [bit.ly/37ikjKP](#)

American Carton Company
1,305 followers
2w x

Sustainable forests help give us boxes we need. At ACC we have certifications like [#SFI](#) to support our [#commitment to sustainability](#)

Read more about the paper industry's sustainable forestry practices in this article by our friends at Paper and Packaging Board

[#betterworld](#) [#sustainable](#) [#paperboard](#) [#localbusiness](#) [#environment](#) [#circulareconomy](#) [#texasmade](#)

Paper and Packaging Board
21,302 followers
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Nobody relies on our forests more than we do. For us to make the products we make, we need healthy, thriving, growing forests. Learn more about the paper industry's sustainable forestry practices at [http://hlf.us/XV3c50DcJn](#)

Sustainable Forests Help Give Us Boxes We Need

[howlifeunfolds.com](#) • 2 min read

International Paper
@IntPaperCo

Paper and paper-based packaging are among the most recycled materials in the U.S., making up ~70% of the volume of recycled tons of municipal solid waste? [@HowLifeUnfolds](#) identifies what items from everyday life to recycle curbside! [#WeAreRecycling](#) ♻️

Pulp Truth: Can I Recycle This?
Paper and paper-based packaging are the most recycled materials in the U.S. Keep it up by learning exactly what you can and can't put into the bin.

[hlf.us/howlifeunfolds.com](#)

