

Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold



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CAMPAIGN HIGHLIGHTS

P+PB celebrates Earth and Arbor Day in print, digital and social media!

With Spring in the air, and Earth and Arbor Day on their way, April is all about sustainability and celebrating our nation's natural resources. To spread our forest stewardship and recycling messages, P+PB is tapping into all our favorite channels. We will be running our "Celebrate Tomorrow" ad in *Us Weekly* (4/9), *Rolling Stone* (4/16) and *Bloomberg Green* (4/30), and you can find us on social media promoting our Earth Day Toolkit, a collection of four resource stewardship-themed articles and printables.

For those with green thumbs, we are sharing some gardening and composting with cardboard content. Via digital ads, we're running "Faces of the Forest: North Carolina" and "Faces of the Forest: New York" videos and promoting our "Can I Recycle This?" article. Finally, our industry brand ambassadors, Casey and Page, are taking on their next big adventure — TikTok! Stay



tuned to see how they will educate consumers about the health of U.S. forests, as well as prompt viewers to break down their boxes.

VISIT [howlifeunfolds.com/resource-stewardship](https://www.howlifeunfolds.com/resource-stewardship) for more sustainability content

Break it down! Mega influencer shares advice with her 1M followers

To her one million followers, Courtney Shields is known for her creativity, positivity and the everyday tips and tricks that she shares on Instagram. She is also a recycling enthusiast! On March 31, in collaboration with P+PB, she and her daughter took to Instagram to educate viewers on how to properly break down and recycle their corrugated boxes. In one day, this content reached almost 400K young people and garnered more than 20K likes and comments. With consumers relying on ecommerce now more than ever, recycling messages like these are so relevant and important.

FOLLOW @HowLifeUnfolds and @Courtney_Shields to learn more



P+PB takes on TikTok to spread the word on sustainability

In collaboration with 6 influencers, P+PB will be promoting sustainability messaging to this younger, 18-35 year-old audience. Our influencers will tell the stories of small business owners who choose sustainable packaging, highlight the industry's commitment to resource stewardship, and educate on the small sustainable choices you can make every day when it comes to choosing paper. Watch for our TikTok debut this month. First up, we have influencer Farmer Nick educating audiences on how to use paper in their gardening.

FOLLOW the campaign on TikTok @HowLifeUnfolds



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Paper and packaging are the solution to one big dilemma we all face

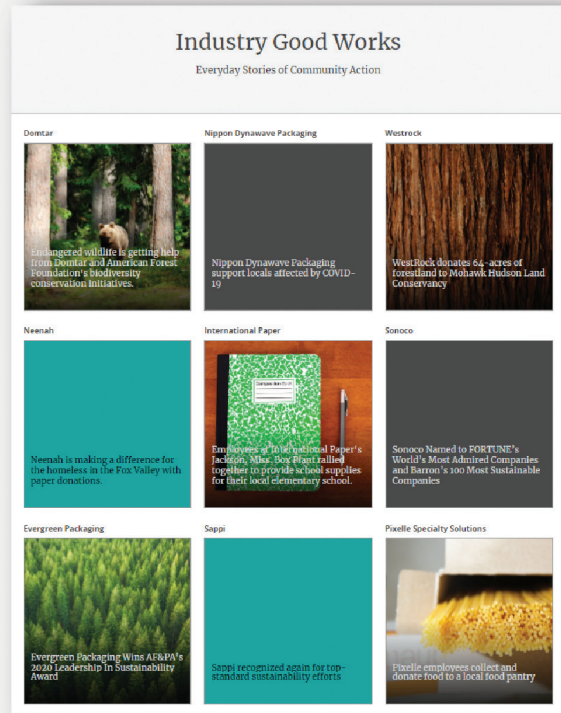
We spend a lot of time making our products more circular, moving toward less waste — indeed, toward zero waste — with products that can be composted or that naturally biodegrade; or that can be recycled not just into a second life, but a third life, a fifth life, a seventh life.

READ MORE on my blog at paperandpackaging.org/blog

Industry Good Works page features everyday stories of community action

Now more than ever, people want to hear stories of how we are all taking care of each other. From Covid-19 relief efforts to school supply drives, paperandpackaging.org's Industry Good Works page celebrates the unsung community good works our checkoff partner companies often quietly engage in. Share how your company and employees are going above and beyond to make a difference!

EMAIL Abigail Lague at alague@paperandpackaging.org and share your community spirit



SALES CHANNEL TOOLKIT

Sustainability messaging resonates with customers. Have you given it a try?

The sustainability story of paper and paper-based packaging sets our products apart from the competition and resonates with customers. As a result, views, downloads and shares of our sustainability-focused toolkit content have skyrocketed. From replanting, recycling, and corrugated cycle infographics to our general sustainability sell sheet, the Sales Channel Toolkit has assets to compliment your sales efforts.

WHEN SUSTAINABILITY MATTERS – CHOOSE PAPER AND PAPER-BASED PACKAGING

REPLANT

Trees, unlike other resources, are renewable. Sustainable practices include harvesting and replanting trees to maintain the long-term health of our forests. Those forests preserve wildlife habitats, sequester carbon dioxide and offset greenhouse emissions.

3.2 MILLION NEW TREES planted every day in North America¹



2 TIMES MORE Every year, forests in the U.S. grow twice as much wood as is harvested²



67% AGREE



that because paper and packaging products are made from trees, a renewable resource, they are an environmentally smart choice.³



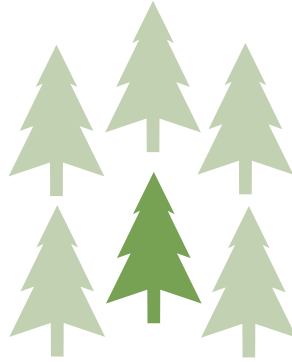
¹ United States Forest Service, 2018
² Dovetail Partners Inc.
³ Paper + Packaging Board, Isobar, May 2019. Data reported on Expressives aware of the campaign. TM, © 2019 Paper and Packaging Board. All rights reserved.

GO TO paperandpackaging.org/toolkit-request to gain access to an entire database of similar sales enablement materials.

DATA TRENDS THAT MATTER



58%
of consumers
believe U.S.
forests are
shrinking



There are actually
20% more trees
in the U.S. **than**
during the first
Earth Day in 1970

1) P+PB and Heart + Mind Strategies, Sustainability Positioning and Messaging Research, 2020. Data reported on Expressives audience.

2) American Forest & Paper Association

SOCIAL SPOTLIGHT AND SHARING

International Paper
290,437 followers
Tue • 🌱

Meet the people—foresters, mill workers and engineers—who entered the pulp and paper industry with a love of our planet in Paper and Packaging Board's #PaperMakersFilm

<https://bit.ly/3rt7Dk6>

Meet the Paper Makers
howlifeunfolds.com • 1 min read

Roberts Converting
@RobertsConvert

Have you seen the "Faces of the Forest" series from @HowLifeUnfolds We love the latest one about Ticonderoga, NY.

Fun fact: the Ticonderoga Mill is the only papermaking plant located completely inside a U.S. state park. 🌲

Interpack
@interpack2023

#Paper, #cardboard and #paperboard are the most commonly used #packagingmaterials. How well do you know them? 😊 @Howlifeunfolds has created a US-quiz about the best paper #funfacts. Did you already know all of them? #packaging

Do You Know These Facts About Paper?
You know paper is recyclable, sure. What else do you know about paper's role in protecting the planet? Take our quiz to learn fun facts about paper.
howlifeunfolds.com

Sonoco
@sonoco_Products

So, do you compost? It's even easier than you think, and thanks to @howlifeunfolds we can offer up some great tips & tricks.

bit.ly/3u8RzVG

#composting #sustainability

DID YOU KNOW?
Many of our industry products can be used for composting.
COMPOST

