



Paper and Packaging Board Newsletter Helping a Sustainable Planet Unfold

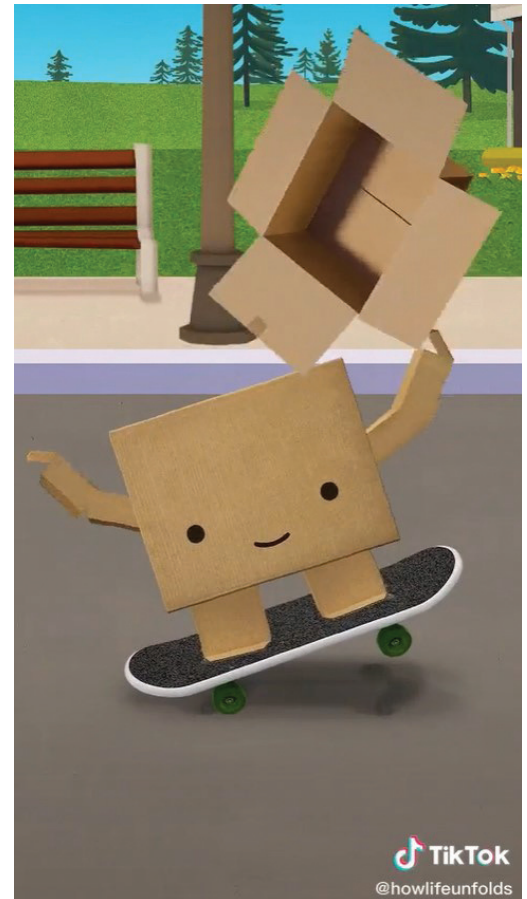
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CAMPAIGN HIGHLIGHTS

Three steps to a healthier planet: empty, flatten, recycle

Continuing to reach a younger 18-35-year-old audience with important sustainability messaging, the @HowLifeUnfolds TikTok page is the place to see brand ambassadors, Casey and Page, and our eco-friendly influencers in action. In one of the most recent videos, Casey educates viewers on how to easily break down their corrugated boxes in just three steps: empty, flatten and recycle. This is part of a greater campaign effort to educate consumers who want to recycle their paper products but may not be sure how to do so properly.

FOLLOW @HowLifeUnfolds on [TikTok](#), [Instagram](#), [Facebook](#) and [Twitter](#) for the latest recycling content!



Celebrate summer with cutting edge and sustainable paper packaging innovations

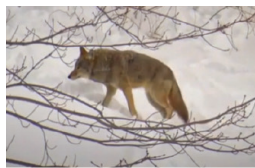
June 20 is the first official day of Summer and paper is already showing up at picnics, barbeques and all kinds of outdoor celebrations in innovative and sustainable packaging solutions. From recyclable Ziploc paper sandwich bags to a 100% recyclable corrugated drink cooler, consumers have an ever expanding number of sustainable paper-based innovations like the Frugal Bottle to toast to the outdoors. This month, we are driving consumers to an article on [HowLifeUnfolds.com](https://www.howlifeunfolds.com) to read more about unexpected packaging solutions that are kinder to the planet. This summertime message has already reached over 2M consumers.

READ MORE at [@HowLifeUnfolds.com/packaging-innovation](https://www.howlifeunfolds.com/packaging-innovation)

Great taste, less waste.
These food packaging innovations can help you be a force for nature.



Faces of the Forest video views more than double in 2021



Consumer engagement has soared as the campaign puts more time and money behind telling consumers about the commitment of small forest landowners. Since the launch of the video series in 2017, Faces of the Forest continues to be some of our most popular content. This year we promoted the series in social media channels like Facebook, Twitter, Instagram and LinkedIn, as well as digital ad platforms. These family forester vignettes from woodbaskets across the U.S. have received over 36M video views to date. Impressively, more than 70% of these video views (26M) have come in the first six months of 2021 alone, and in digital we've had a completion rate of 66%.

WATCH the videos at [HowLifeUnfolds.com/resource-stewardship](https://www.howlifeunfolds.com/resource-stewardship)

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



We're living in an era of unprecedented product shortages. But one thing that isn't on the list? Paper-based packaging.

Even with demand surges caused by nothing short of a complete upending of the way people live their lives, corrugated and paperboard proved themselves up to the task of delivering all those other things that largely homebound Americans were relying on.

READ MORE on my blog at paperandpackaging.org/blog

INDUSTRY NEWS

State of the Campaign webinar dates

In 2021, we built upon the momentum of a successful product benefits campaign by focusing on messaging that was right for the time and right for our industry. Reinforcing recycling behavior, highlighting the industry's compelling forest story and featuring sustainable product innovations, 2021 has been a year of increased consumer engagement and positive feedback. This July, join president of P+PB, Mary Anne Hansan, in one of our 45-minute State of the Campaign webinars as we reveal the latest campaign creative and strategy. Mark your calendars to learn how, together, we are helping a sustainable planet unfold. Registration details coming soon.

July 13 @ 11-11:45AM EST

July 15 @ 11-11:45AM EST

July 15 @ 3-3:45AM EST

July 20 @ 11-11:45AM EST

Register for our annual State of the Campaign webinar!



TOGETHER, WE'RE HELPING A SUSTAINABLE PLANET UNFOLD.

SALES CHANNEL TOOLKIT

Beat the heat with frozen food packaging

Featuring exciting data provided by the Paperboard Packaging Council, you'll find two topical assets in the Sales Channel Toolkit speaking to the recyclability of frozen food packaging and consumers' desire for sustainable packaging options. Check out our social-friendly infographic, as well the print-ready article, "Pretty chill: New study shows that most frozen food cartons are recyclable."

SIGN UP at PaperAndPackaging.org/toolkit-request

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.

DATA TRENDS THAT MATTER

Our consumer audience's **preference for paper-based product packaging** is almost **twice theirs for plastic** product packaging.



Consumer Tracking Survey. Expressives aware of the campaign. Isobar, November 2020.

SOCIAL SPOTLIGHT AND SHARING

International Paper
June 1 at 1:00 PM · 🌐

Take a trip down memory lane with our characters and reflect on the increase in trees thanks to our industry's sustainable practices. Watch *How Life Unfolds'* video: <https://youtu.be/kXv9i5B2vRU>

20% MORE SINCE 1970

YOUTUBE.COM
More, More, More
We have officially launched a TikTok channel under @howlifeunfolds! Check out our channel [...]

Boise Paper
@BoisePapers

Have you noticed more of your favorite snacks are coming in paper packaging? It's not a coincidence since more brands want their packaging to be made from a renewable resource. hluf.us/M6gc50EqJx7 via @HowLifeUnfolds.

Unwrap Your Favorite Summer Snacks in Paper Packaging
Along with the lush and green landscape of summer comes picnics, social outings and the latest in innovative packaging in paper and cardboard. Here are just ...
hluf.us

My Box Packaging
May 26 at 7:47 AM · 🌐

Do you know what you can recycle?
(hint: you)

Earth Day Toolkit

How Life Unfolds
April 12 · 🌐

Did you know that paper and paper-based packaging are the most recycled materials in the United States? Download our recycling guide, making it easier to identify exactly what to recycle in your everyday life. <http://hluf.us/wp6f50EmV6> #EarthDayToolkit

NPPTA (National Paper Trade Association)
393 followers
2w · 🌐

Wood fiber is one of the most recyclable and renewable natural resources on the planet. Learn how the #paper industry uses #EveryPartOfTheTree from A to Z by reading this Paper and Packaging Board article: <https://lnkd.in/dC8QVnm>

From A to Z, We Use #EveryPartOfTheTree
Beyond paper and packaging, wood fiber is a key building block in hundreds of products, including many you use every day and might never suspect include this fiber. Innovative resource stewardship means developing new ways to ensure nothing goes to waste by using #EveryPartOfTheTree.

ADHESIVES for keepers that stick in place
BASEBALLS for enjoying the national pastime
COFFEE FILTERS for your morning caffeine rush
DIAPERS for happy, healthy babies
EGG CARTONS for protecting your future on wheels

From A to Z, We Use #EveryPartOfTheTree
hluf.us • 2 min read

