



# Paper and Packaging Board Newsletter

## Helping a Sustainable Planet Unfold

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### CAMPAIGN HIGHLIGHTS

## P+PB's new sustainability initiative takes flight!

This month, the Paper and Packaging Board's How Life Unfolds® campaign launches an integrated communication effort with sustainability at the center. Continuing to reach our highly targeted, custom consumer audience, this work features an animated style designed to appeal to upcoming generations of Expressives. The new effort leverages the recyclability of our products, innovations that put the planet first and our industry's legacy of sustainable forest stewardship to encourage consumers to be a force for nature by choosing paper. The initiative begins with a focus on recycling and the circular economy, as a recent Carton Council study found that 70% of consumers agreed they would recycle more if they knew what products were created from their recycled materials. That is good news for residential recycling and the strong desire to get those boxes back.

Supporting overarching campaign goals to increase consumer preference for paper and to bolster industry reputation, the new creative work includes imaginative animated video, colorful digital banners, print ads and



a content-rich microsite: PaperForNature.com. This new site will work in tandem with HowLifeUnfolds.com, educating consumers about the sustainability of our products and industry.

**LEARN MORE** at [PaperForNature.com](https://PaperForNature.com)

# Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



## Reaching future decision-makers with vibrant sustainability content

In the wake of Covid-19, we saw and continue to see an increased reliance on e-commerce like never before — and just like everyone else, I have piles of broken-down boxes by my door, ready to be recycled. I look at these corrugated boxes and I see our industry's sustainable, circular economy at work. Unfortunately, the same cannot be said for many consumers.

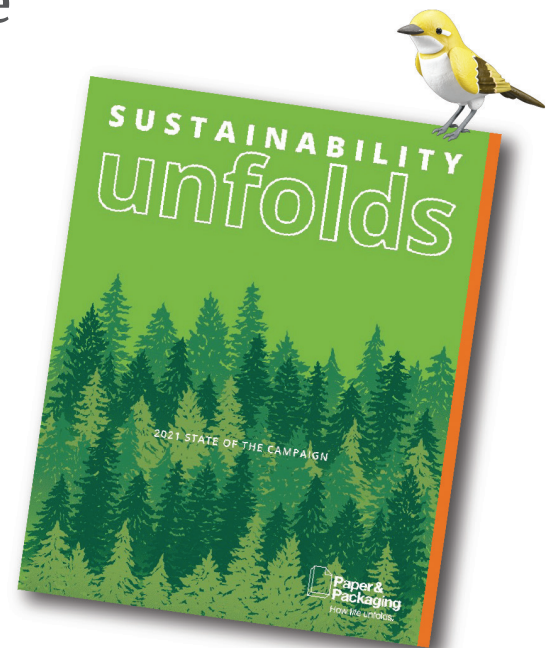
**READ MORE** on my blog at [PaperAndPackaging.org/blog](https://PaperAndPackaging.org/blog)

### INDUSTRY NEWS

## P+PB President unveils new creative at 7th State of the Campaign

Mary Anne Hansan, President of the Paper and Packaging Board, presented P+PB's seventh Annual State of the Campaign in the form of four industry-wide webinars and the mailing of our official report. Hansan talked about the recycling focus of the new work and the surprise consumers conveyed about what paper and packaging products become when recycled, the circular nature of paper fibers and how packaging fibers are often used seven more times. If you missed the webinars, the recording is available here to learn more about our 2021 and beyond sustainability messaging. The 2021 report has been mailed out to more than 700 industry representatives from our member companies, paper merchants and trade association partners.

**READ** a digital version of the report at [PaperAndPackaging.org](https://PaperAndPackaging.org)



"In order to bring the sustainability message to life, we created a world that would appeal to both the young and young at heart – a world awash in color and optimism where we can show consumers that their choices matter."

– **Mary Anne Hansan**, President of P+PB.





## Help celebrate our new sustainability campaign with these sales assets

New to the Sales Channel Toolkit are social-friendly infographics celebrating the latest strategic and graphic direction of the PaperForNature.com microsite, featuring recycling and forest stewardship messaging that research shows changes hearts and minds. When sales and company communicators use these assets to start a conversation with customers, they add 3rd party credibility to their conversations about the sustainable benefits of our industry's products.

**Paper has the best recycling rate of any material in the U.S.  
We are proud of that track record.**



**On average, 92.4% of corrugated cardboard packaging gets recycled every year.<sup>1</sup>**

**Corrugated fibers can be reused 5 to 7 times.<sup>2</sup>**

1. AF&PA, May 2021 2. Epa.gov  
© 2021 & ® Paper and Packaging Board.

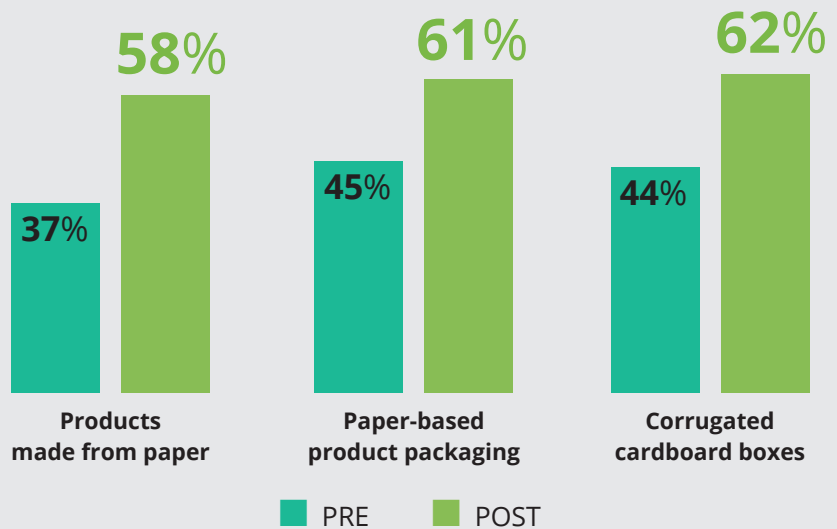


Access more sales enablement material and join over 550 industry marketers and salespeople by signing up for the Sales Channel Toolkit today. **REQUEST ACCESS** for downloads at [PaperAndPackaging.org/toolkit-request](https://PaperAndPackaging.org/toolkit-request)

## DATA TRENDS THAT MATTER

### Educating about facts changes minds

After exposure to campaign messaging, there is a strong increase in the belief that **our industry's products are "part of the solution."**




P+PB and Heart+Mind Strategies. Sustainability Positioning and Messaging Research, 2020

# SOCIAL SPOTLIGHT AND SHARING

**Domtar**  
45,117 followers  
54m · 🌐

Consumers age 18-49 are the biggest category of #paper and packaging users. Yet, even though they prefer paper packaging to plastic by a 2:1 margin, they question the #sustainability of paper. The Paper and Packaging Board just launched a new initiative to help set the record straight. #BeAForceForNature


Learn why: <http://ow.ly/qLea50FDLFI>



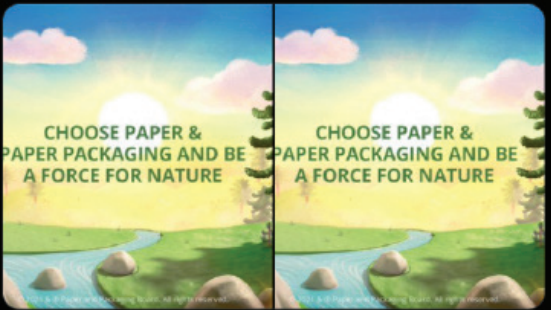
**Green Bay Packaging - Chickasha Division**  
91 followers  
38m · 🌐

**Paper and Packaging Board**  
28,788 followers  
3d · 🌐

Choosing paper products helps plant more trees, protect wildlife habitats and reduce waste through recycling. Learn more and #BeAForceForNature!  
<http://hluf.us/YBWo50FcSg> #sustainability



**BPIF Cartons** @BPIFCartons · 1h  
RT @DomtarEveryday: @HowLifeUnfolds just launched a new effort targeting #youngconsumers who doubt the #sustainability of #paper and #paperpackaging. Here's why: [ow.ly/FWst50FDQSu](http://ow.ly/FWst50FDQSu)



**www.bulkbin.com**  
@BULKBIN

Recycle your cardboard 🌱.  
Visit [bulkbin.com](http://bulkbin.com) 4 corrugated solutions 📦 #RECYCLE #PACKAGING #BULKBIN #PAPER #KRAFT #agriculture #AgTwitter #industrial

**Paper & Packaging** @HowLifeUnfolds · Jul 23  
Choosing paper products helps plant more trees, protect wildlife habitats and reduce waste through recycling. Learn more and #BeAForceForNature!  
[hluf.us/Zp0Z50FCuY](http://hluf.us/Zp0Z50FCuY)



0:10 104 views  
So what starts as a box for detergent

