



PAPER AND PACKAGING BOARD NEWSLETTER

Helping a Sustainable Planet Unfold

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CAMPAIGN HIGHLIGHTS

Recycling Resolutions Ring in the New Year

Every one of us can play a part to help the environment by recycling because it is one of the easiest changes we can make. That is the simple, yet powerful message from Dr. Wendy Wood, the behavior psychologist that P+PB teamed with to make recycling habitual. In December, Dr. Wood, through a press release, social media and an article on How Life Unfolds® shared easy, practical ways to make recycling a habit for your New Year's resolution with such steps as having multiple bins throughout the home, a printed list of recyclable materials in plain sight, and to involve everyone in the household. In our recent survey, 62% of recyclers want to make a New Year's resolution to recycle more. So fill up those recycling bins and feel good about it!



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Keep a list or printout in a visible place showing what materials can be recycled and where.

LEARN MORE at
[howlifeunfolds.com/
resourcestewardship](https://howlifeunfolds.com/resourcestewardship)

Holiday Influencers Were Champions of Paper

During the holiday peak, we tapped into creators Erin Boyle and Jazmine Rogers. While the holidays are associated with overconsumption, these eco-influencers shared how choosing paper and packaging allows consumers to be part of a broader sustainable solution. Boyle and Rogers created content on Instagram that championed consumers using paper during the holidays and reminded them of small ways they can repurpose and recycle to make a monumental impact. **VISIT howlifeunfolds.com/holiday**

“ This is your sign to have fun + upcycle your paper into unique wrapping for your gifts w/@ [howlifeunfolds](https://howlifeunfolds.com). Paper-based products are recyclable, reusable, + sourced from renewable forests that benefits our planet! ”



“ Whether you're a classic paper chain kind of crafter or a more avant-garde scissor whizz, it's easy to make festive decorations from plant-based, renewable resource - trees! You should feel goofy about using paper as twice as many trees are planted than what is used to harvest the material. ”



The Office Actress Hosts Family Game Night with Paper

What do Family Game Night and Game Day have in common? Paper party supplies, food, pizza boxes and fun! This month, the YouTube Baking with Josh and Ange show is about a fun Family Game Night using paper products. “Ange” is Angela Martin, the actress known for her role in The Office TV series where she led the party planning committee. Ange and her husband, Josh, will showcase products ranging from paper food containers, decorations and homemade game boards to bring home the message: feel good about using paper products and help the planet by recycling – even the pizza box – when you are done. The show will air later this month, just in time to capitalize on Super Bowl party prep.

LEARN MORE paper tips at howlifeunfolds.com/lifestyle-interests



Characters Take to Rapping in New Ad



Tune in for the launch of an industry-first – a rap song all about paper products and their sustainability. The song titled, More Paper, No Problem will launch across How Life Unfolds® social platforms, digital media and YouTube on 1/18. The song highlights our products’ recyclability and renewable, plant-based roots with a catchy tune and a music video featuring our brand ambassador, Page, in our animated world. We guarantee you’ll want to play it on repeat.

WATCH MORE videos on P+PB’s [YouTube @HowLifeUnfolds](https://www.youtube.com/HowLifeUnfolds)

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



A Look Forward: 2022 Sustainability Campaign Evolution

According to the food consultancy, the Hartman Group, a mere 22% of American consumers between the ages of 18-75 can identify a sustainable product and even less a sustainable company. That's a stunningly low number on its own. But it's even more stunning when you consider that there has never been a time when consumers are more awash in environmental and sustainability claims and messaging from brands

READ MORE on my blog at PaperAndPackaging.org/blog

INDUSTRY NEWS

2021 Campaign Impact Report Delivers the End of January

One year into a sustainability-centric campaign, see how this move is paying dividends in our 2021 Campaign Impact Report. The 2021 report looks at how the campaign's target audience, Expressives, and the audience's generational cohorts are responding to our planet-first message. The 2021 report shows how the positive sustainability benefits of paper products have led our industry to be in a favorable market position when compared to other materials.

LOOK for more results in our full 2021 Campaign Impact Report in your mailboxes and on paperandpackaging.org at the end of this month.

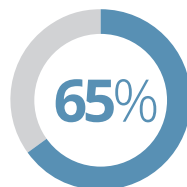


DATA TRENDS THAT MATTER

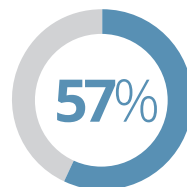
Gen Y is most excited to receive direct mail



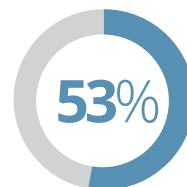
51% of consumers were **more excited to receive direct mail** in the past year than they were the year prior



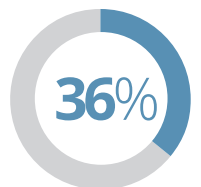
Gen Y



Gen Z



Gen X



Boomers

Source: R.R. Donnelley & Sons (The Unexpected Report)

INNOVATIONS

Produce Packaging Innovations Eliminate Plastic

For UK-based tomato producer, The Tomato Stall, and Canadian brand, Niagara Orchard, paper-based packaging helped them develop a recyclable packaging solution that reduced their reliance on plastic while offering product protection and moisture resistance. These produce packs were not only designed to allow the customer to view the produce, but also allow vibrant prints and improved stacking strength.



SEE MORE paper innovations at howlifeunfolds.com/packaging-innovation

SOCIAL SPOTLIGHT AND SHARING

