

PAPER AND PACKAGING BOARD NEWSLETTER

Helping a Sustainable Planet Unfold

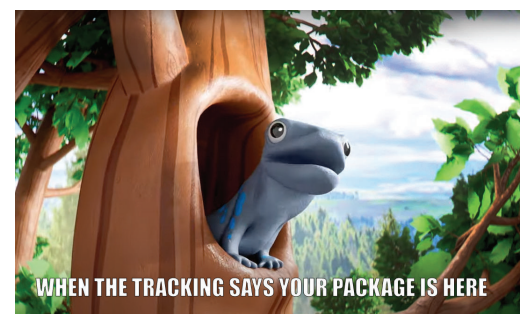


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CAMPAIGN HIGHLIGHTS

A Song with Legs: More Paper, No Problem TikTok Dance and Memes

To amplify our *More Paper, No Problem* rap, we enlisted TikTok creators Not Enough Nelsons – a family of 18 – to choreograph a dance that champions consumers who use and recycle paper, and to encourage viewers to make recycling a family affair as demonstrated by three of the Nelson siblings. Organically, the video has 62K video views and 5.7K likes in its first two weeks. And the momentum for the video will continue to grow with funny, relatable memes from the music video. Show us your dance moves and share our memes to help promote #MorePaperNoProblem!



WATCH MORE videos on P+PB's [YouTube @HowLifeUnfolds](#)

CAMPAIGN HIGHLIGHTS

Finding Your Next Literary Love on #BookTok

To reach our younger Expressives on a rapidly growing platform like TikTok, we are capitalizing on #BookTok, a subcommunity that features book recommendations, reviews and memes. The popular hashtag has generated over 42 billion views, even helping to drive sales for printed books! We're joining the conversation by encouraging our viewers to participate in having a blind date with a book to find their next literary love and share their favorites with others, all while feeling good about reading on paper.

WATCH MORE videos on P+PB's [TikTok @HowLifeUnfolds](#)



Utilizing Print Ads in A Dynamic Media Landscape



The pandemic accelerated the use of technology by people of all ages. But our industry knows that print and digital work better together as confirmed by our 2021 Attitudes and Usage tracker where 71% of our target audience indicated they still find sitting down with a magazine rewarding. This month P+PB is leveraging consumers' strong desire for ink on paper by running ads in print publications, Food Network and HGTV magazines. Consumers will be able to see our sustainability messaging both in print and online at [howlifeunfolds.com](#).

KEEP UP with P+PB's latest work at [howlifeunfolds.com](#)

Sustainable Thoughts From P+PB's President, Mary Anne Hansan



Sustainability Isn't All Fun and Games. But Sometimes It Is.

I was recently called to offer a quote for a story in Forbes on a different category of product all together: Toys. I've spent a lot of time thinking about the benefits of paper when it comes to learning, cognitive development and creative expression for children, but I admit I hadn't spent much time thinking about honest-to-goodness children's toys as a locus of the conversation on paper and sustainability.

READ MORE on my blog at [PaperAndPackaging.org/blog](#)

INDUSTRY NEWS

The Sustainability Quiz for You, The Sustainability Wiz!

Show off your industry knowledge when you join the fun with P+PB's new contest for employees of our member companies, Braintreesers. Simply take the quiz between March 21 and April 18, register for the sweepstakes and be eligible to win one of 25 VISA gift cards worth \$100 to \$500! The contest's digital promotional kit is available now. The kit includes a variety of digital assets for you to use across your internal communication channels such as digital banners, newsletter copy, PowerPoint slides and more! All assets contain a QR code so employees can go directly to the contest and become a sustainability wiz. Braintreesers.com is currently under construction and goes live on March 21, 2022. Come back and see us then!

KEEP AN EYE OUT for more information about Braintreesers!



DATA TRENDS THAT MATTER



61%
AGREE

The paper industry is **leaving the environment better** than they found it

56% of Gen Z agree | **63%** of Millennials agree | **59%** of Gen X agree

Isobar, November 2021 Attitude and Usage Tracking. Data reported on Total Expressives. TM, © 2022 Paper and Packaging Board. All rights reserved.

INNOVATIONS

Creative Alternatives to Reduce Medical Waste

The medical field generates nearly five million tons of plastic waste each year. That's a whopping amount considering some of that waste is single-use devices mostly manufactured from non-recyclable plastics. The healthcare industry can no longer ignore its environmental impact and is turning to leading designers to explore more sustainable solutions through innovative paper products. This month we feature a paper prescription bottle so basic it's square, and a cleaner, greener way to collect urine samples.

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



SOCIAL SPOTLIGHT AND SHARING

Rusken Packaging, Inc.
2,216 followers
2w • 🌐

"#Paper, it Comes from #Nature. There's Nothing Greater"- **Paper and Packaging Board**. #Sustainability #Packaging #ecofriendly #recycle #circulareconomy #packagingsolutions #corrugatedpackaging

Paper and Packaging Board
36,937 followers
1mo • 🌐

Listen as we drop a new beat! With more paper, our planet has less problems because when timber is used to make products, including paper and packaging, we grow nearly twice the amount in its place. #MorePaperNoProblem <http://hluf.us/hzCz50HGNVF>



can grow on trees

Boise Paper
@BoisePapers


Are you a fan of @BritishBakeOff? Do you have an appreciation for paper and its place in your life? Well, you might be more like Francis Quinn than you thought. Read this article to see how paper is ingrained in Quinn's life: hluf.us/FnsT50HKTFY @HowLifeUnfolds.



howlifeunfolds.com
How a Winner of the Great British Baking Show Used Paper to Bake Her Way to...
Frances Quinn is the 2013 winner of the Great British Baking Show who wowed judges and viewers alike with both style and substance. But there is a secret ...

Verso Corporation
@VersoCo

Bullet journals are everywhere - Check out this article from @HowLifeUnfolds to better understand what a bullet journal is and how it can help you this year! 📅



howlifeunfolds.com
Bullet Journals Decoded: How to Make the Method Work for You
Bullet Journals are everywhere. Just do an online search and you will find there are websites devoted to and inspired by them, and countless videos instructing...

Sylvamo
@SylvamoCo

Angela took a day off from working at Dunder-Mifflin to serve as Party-Planning Committee Chair for @HowLifeUnfolds 🎉

See how she throws a (sustainable) bash for her #PaperPeople ->



howlifeunfolds.com
Throw a Game Night with Baking with Josh and Ange
We partnered with Baking with Josh and Ange to share how you can incorporate sustainably sourced paper and cardboard into your next party that will certainly...

