



PAPER AND PACKAGING BOARD NEWSLETTER

Helping a Sustainable Planet Unfold

IN THIS ISSUE: Campaign Highlights | Sustainable Thoughts | Industry News | Innovations | Data Trends That Matter | Social Spotlight

CAMPAIGN HIGHLIGHTS

Attention-Grabbing Videos Engage Viewers

Capitalizing on the popularity of TikTok and DIY trends, we created several new videos for this month:

- **Seed paper video** shows a creative way to plant something new this spring by reusing paper and packaging materials.
- **“Using paper plants trees” video** illustrates a core industry message in a trendy flipbook format.
- Our video featuring favorite **box character** Casey is wiping down some top forestry facts.
- Our latest video shows **DIY paper roses** made from magazines for a heartfelt gift of flowers that will never wither.



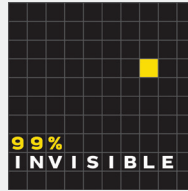
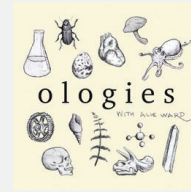
WATCH MORE videos on **P+PB's TikTok @HowLifeUnfolds**

CAMPAIGN HIGHLIGHTS

The Power of Podcasts and Pandora – Now You Can Listen to Our Story Unfold

Audio spots conveying how using paper helps regenerate America's plentiful forest begin this month on Pandora. Paid spots are read by the podcast's host and can be heard on *Hidden Brain*, *Freakonomics Radio*, *Ologies*, *99% Invisible*, *On Purpose* and *Conan O'Brien Needs A Friend*. Our message can also be heard on Entrepreneur's two podcasts: the May 10 episode of *Get a Real Job* with renewable energy investing expert Adam Sansiveri and the May 16 episode of *Problem Solvers* with ByFusion speaking about the global plastic crisis.

FOLLOW the campaign @HowLifeUnfolds



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Paper's Sustainable Track Record Shines at Bloomberg Green Summit

One of the highlights of Earth month this past April was the opportunity to meet and listen to some of the real movers and shakers in the U.S. forest sustainability space during Bloomberg Green's annual sustainability summit.

READ MORE on my blog at PaperAndPackaging.org/blog

INDUSTRY NEWS

4,000 Employees Enter Brainteesers Contest

Brainteesers tested thousands of industry employees' knowledge of sustainability with eight questions on forest stewardship, recycling leadership and product innovation. We were excited to see that the 25 sweepstakes winners notified last week were from a wide range of participating companies! Thanks to the great work of our Communication Ambassadors, the contest was wide-reaching and a great success with 16 P+PB member companies participating. This contest helped spread our sustainability message across the industry. While the sweepstakes ended, the fun doesn't have to stop.



VISIT Brainteesers.com
to test your knowledge now!

Industry Panel Spotlights New Residential Recycling Initiative

At the Fibre Box Association Annual Meeting, Senior Director of Industry Outreach, Sarah Meiburg, introduced a new residential recycling program, Box to Nature, to address the challenge of getting consumers to recycle their ecommerce boxes. International Paper and Green Bay Packaging joined Sarah to share how each one's company is working to get the new mark on customers' boxes.

The panel explained how Box to Nature offers a unifying message on our industry's shipping boxes to improve the residential recycling rate. The program's consumer-tested mark and educational website experience show consumers how to become better and more consistent recyclers.

"We are excited to participate in the Box to Nature program, reminding consumers at the "point of package" to empty, flatten and recycle! This is an important industry initiative that will help improve residential recycling rates!"
Bryan Hollenbach
EVP, Green Bay Packaging



LEARN MORE at paperandpackaging.org/box-nature-program

P+PB Seeks Nominations for 2023 Board of Directors

The Paper and Packaging Board (P+PB) is seeking nominees for three open board seats for the January 2023 Board term. The ideal candidate must be from a P+PB participating company and be an experienced industry executive from the containerboard, kraft, paperboard or paper sectors. P+PB strongly encourages companies to nominate diverse candidates including women, minorities, ethnicities and cultures who can further enhance dialogue and Board decision-making. Nominations run through May 20, 2022.

READ MORE at paperandpackaging.org

INNOVATIONS

Cheers for Sustainable Beverage Packaging

If you've walked down the beer aisle recently, you may have noticed more and more brands transitioning their packaging to paper carriers. It comes as no surprise since sustainability has become top of mind among consumers demanding alternatives to single-use materials. Learn about how some brands setting the stage for the evolution of beverage packaging in our article.

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



DATA TRENDS THAT MATTER

Preference for paper-based product packaging remains strong. While preference for plastic packaging has decreased further.

PAPER



83%

2021

87%

2022

PLASTIC



47%

2021

41%

2022

Isobar, November 2021. Attitudes and Usage Tracking. © 2022 Paper and Packaging Board. All rights reserved.

SOCIAL SPOTLIGHT AND SHARING

WestRock Company
165,250 followers
3w • 🌐

WestRock's #recyclable CanCollar® Eco paperboard multipack with Grupo Modelo was featured in a roundup of #sustainable beverage #packaging solutions by Paper and Packaging Board. Click to read the article about how we are creating a more sustainable future with our fiber-based and #innovative solutions: <https://okt.to/aGDHwv>

3 Cheers for Sustainable Beverage Packaging

Boise Paper
12,723 followers
3w • 🌐

Paper and paper packaging are the easiest materials to recycle. With three simple steps – empty, flatten and recycle – you do your part for the planet every time you get a delivery! Read Paper and Packaging Board's advertorial with HGTV magazine to discover how to take your recycling habits to the next level: <http://hlu.us/SwJI50zU2n>

Do Your Part for the Planet: There's an Opportunity in Every Box

International Paper
@IntlPaperCo

Looking for the perfect present for this #MothersDay? Create some handmade gifts reusing paper and packaging materials. Make paper flowers that will never wither showing your everlasting love for her and the planet!: Visit @HowLifeUnfolds or

PCI Packaging Corporation of America
66,964 followers
2w • 🌐

Earth Day started back in 1970 to show how our actions were changing the environment. Our friends at Paper and Packaging Board put together a great history of Earth Day to show how the cause has developed over the years. #EarthDay2022 #InvestInOurPlanet <https://bit.ly/2RnNCOP>

The History of Earth Day

