



PAPER AND PACKAGING BOARD NEWSLETTER

Helping a Sustainable Planet Unfold

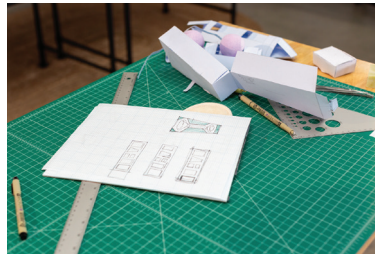
IN THIS ISSUE: Campaign Highlights | Sustainable Thoughts | Industry News | Innovations | Data Trends That Matter | Social Spotlight

CAMPAIGN HIGHLIGHTS

Contestants Face Off in Recyclable Packaging Design Challenge

Two contestants, a \$5,000 prize and 10 hours to create recyclable packaging designs with less waste to replace common plastic packaging. Sound stressful? That is the challenge in our fun, 2-episode YouTube series Pack It! The Packaging Recycling Design Challenge using AF&PA's Design Guidance for Recyclability. The first episode showcases two college professors facing off to create innovative paper packaging for ingredients in a home delivery food kit. Two other contests--college friends and beauty product packaging designers--compete in the companion challenge for a beauty subscription box. Tune in to see if they end up friends or frenemies and if the half dozen eggs in the professors' designs survived the drop test.

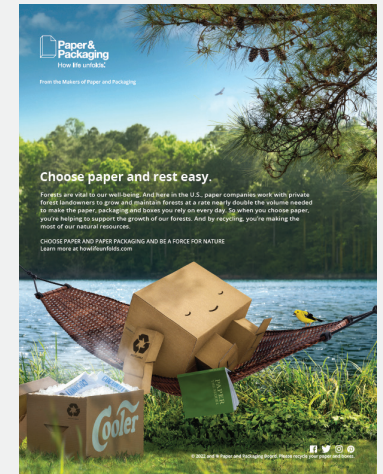
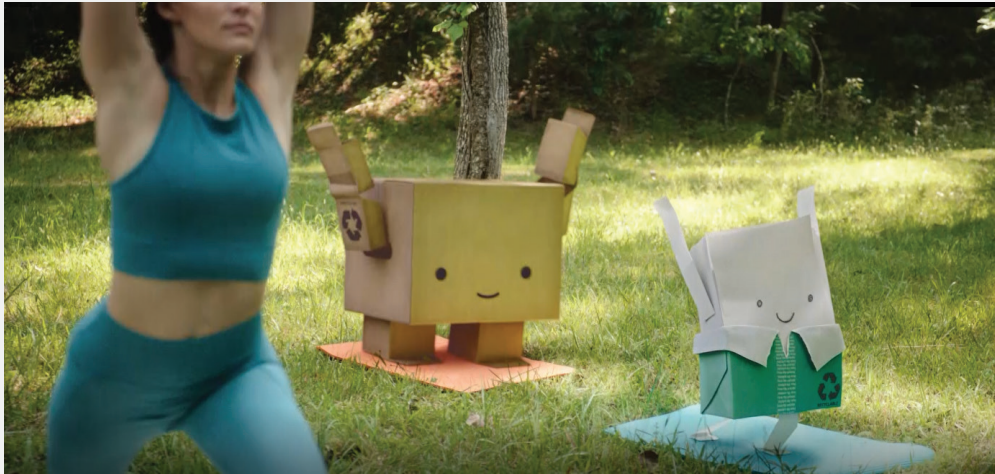
WATCH the series at our [YouTube channel @HowLifeUnfolds](#)



CAMPAIGN HIGHLIGHTS

New Ad Campaign Ties Personal Wellness to Forest Care

Our likeable and fun-loving brand ambassadors, Casey and Page, are front and center in our new advertising campaign. Tune in to watch them perfect their side plank while handing out boxed water and paper journals to their fellow yogis. The ad shows that just as we are making a good decision to take care of ourselves through exercise, using products made from paper fosters forest wellness and the growth of trees.



FOLLOW the campaign @HowLifeUnfolds

Connect to Nature with Forest Bathing



Capitalizing on the forest bathing practice that is gaining attention in the U.S., our new social media video is about unplugging and connecting to nature and the industry's responsible stewardship. Forest bathing typically begins with a slow walk to experience nature through your five senses. Our new social media video ad shows how a woman forest bathing and communing with nature as one way to celebrate forests. Utilizing paper-based products like magazines, journals and food packaging is another. Both help celebrate and grow trees when we take advantage of their renewable nature, planting more than we use.

LEARN MORE at howlifeunfolds.com/forestry

INDUSTRY NEWS

Early Morning to Late Night: P+PB on TV from July 11 to July 31



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Recyclable Packaging Design Competition with Versatile Paper

Pack It!: The Packaging Recycling Design Challenge is a two-episode series hosted by Netflix's Nailed It! winner, social influencer and art teacher, Cassie Stephens. Armed with their training, four contestants have 10 hours to design the best paper-based, recyclable packaging to replace commonly used legacy plastic packaging. One episode will feature beauty subscription boxes and the other, meal delivery kits. Each winner walks away with \$5,000!

READ MORE on my blog at PaperAndPackaging.org/blog

INNOVATIONS

Care for Your Skin, Care for the Planet

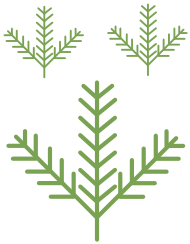
Social media is teaming with beauty gurus, experts and DIYers armed with health tips and hair and skin care products and routines ready to bring out our most radiant selves. Increasingly, part of unearthing that natural inner beauty is buying these products in natural, recyclable paper packaging. According to the U.S. Department of Energy, less than 5% of plastics were recycled in 2019. In fact, according to the British Beauty Council, only 9% of plastics produced by the global cosmetics industry are recycled annually. Ultimately, research has shown that consumers want to be more sustainable when it comes to plastic and packaging waste. With its high recyclability, paper packaging will continue to fulfill that desire.



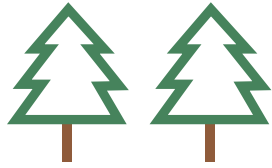
SEE MORE paper innovations at howlifeunfolds.com/packaging-innovation

DATA TRENDS THAT MATTER

How many trees are planted in the U.S.?



3.5
MILLION
trees are planted
in the U.S.
every day.



That's
TWO TIMES
the trees
we harvest.

Source: 1. RNGR (Reforestation, Nurseries & Genetic Resources), 2019 2. US Forest Service, 2017

In case you missed it...

Stewards of Sustainable PROGRESS

WATCH the
Paper and Packaging Board
State of the Campaign
webinar recordings at
paperandpackaging.org

SOCIAL SPOTLIGHT AND SHARING

Twin Rivers Paper Company
5,836 followers
2w · 🌐

We were pleased to join industry communications professionals during Paper and Packaging Board's recent Communications Ambassadors Program (CAPS) annual virtual summit! Consumers want to make choices they believe are more planet-friendly and reduce waste. The Paper and Packaging Board creates preference for paper and paper-based packaging by reinforcing why paper is an earth-friendly, everyday choice that allows consumers to feel good about their purchase decisions. Learn more about the campaign: <https://bit.ly/3y4ZEeS>

#twinriverspaper #paperindustry #paperandpackagingboard #sustainability #planetfriendly #reducewaste #paperpackaging #earthfriendly #howlifeunfolds

Graphic Packaging
@GraphicPkg_Intl

Research by @HowLifeUnfolds shows 87% of consumers prefer paper-based packaging whilst 40% say they avoid plastic packaging. We can help give your consumers the sustainable fiber-based packaging they demand. Contact us today. graphicpkg.com/contact-us/

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

2022 87% PAPER
2021 80% PAPER
2022 41% PLASTIC
2021 40% PLASTIC

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

PCA Packaging Corporation of America
68,679 followers
3w · 🌐

The idea of "going green" often suggests the saving of trees. However, by harvesting trees and then replanting them, we create a more #sustainable ecosystem. The Paper and Packaging Board put together a great resource explaining how our industry loves trees. <https://bit.ly/3LzzlIP>

paper plants trees

The Paper and Packaging Industry Loves Trees
howlifeunfolds.com · 1 min read

Sylvamo
@SylvamoCo

Casey, one of @HowLifeUnfolds lovable mascots, is the latest celebrity to be featured in @People magazine!

In the spread, Casey reminds sustainability-conscious readers they can "choose paper and rest easy," as the industry actually supports significant forest growth. 🌲

