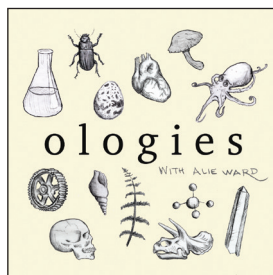
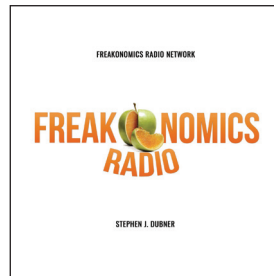
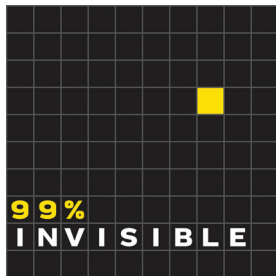




IN THIS ISSUE: Campaign Highlights | Sustainable Thoughts | Industry News | Innovations | Data Trends That Matter | Social Spotlight

CAMPAIGN HIGHLIGHTS

Host-Read Podcast Spots Catch Expressives' Attention



With over 14 million plays on Pandora across five podcast shows, P+PB's host read advertising spots are making the truth about paper widespread. Podcast hosts like Conan O'Brien read the scripts and incorporate their personalities which listeners love and trust. P+PB hit the airwaves so tune in to Problem Solvers, Get a Real Job, Freakonomics Radio, Ologies, 99% Invisible, On Purpose and Conan O'Brien podcasts to hear our ad!

FOLLOW the campaign @HowLifeUnfolds

CAMPAIGN HIGHLIGHTS

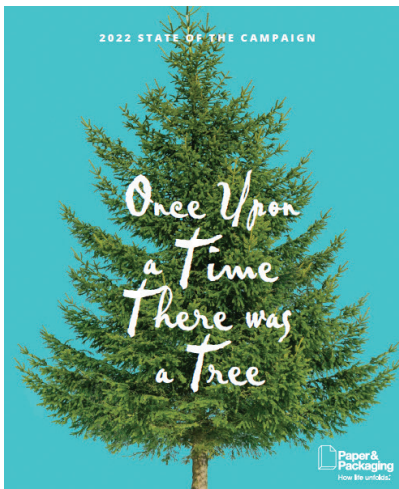
Teaching Kids How to Recycle in Fun, Easy Ways

With more packages arriving filled with back-to-school supplies like lined paper and textbooks, it's the perfect time to get kids involved by making recycling fun and interactive. On [HowLifeUnfolds.com](https://www.howlifeunfolds.com) you can find tips to create and decorate recycling stations located throughout the house, printed checklists of what can and can't go into the bin and even learn about what happens to recycled products when they're picked up from the curb. Boost your recycling confidence and know-how on our new recycling page.

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



INDUSTRY NEWS



Short, Easy to Read Highlights in State of the Campaign Report

Whether it's practicing wellness in the forest with brand ambassador Casey or dancing with social media influencers to a rap song about paper, it's all detailed in the 2022 State of the Campaign Report. Learn how we broke through the noise, entertained and changed behavior by reaching consumers through TikTok, QR codes, social media, podcasts, streaming channels, print advertising and more.

DOWNLOAD the printed piece at [paperandpackaging.org](https://www.paperandpackaging.org)

UPCOMING EVENTS Where You Can See Us!

Corrugated Week – Sept. 19-21 | San Antonio, TX

Paper Meets LIVE! – Oct. 11-13 | Clearwater Beach, FL

PACK EXPO – Oct. 23-26 | Chicago, IL

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Back To (In Person) School: Now Comes the Hard Part

With Labor Day here and gone, nearly every school in the nation is back in session, a time met with a mixture of stress and excitement by parents and teachers alike.

This year will also be different from the last two in the sheer number of schools that will begin the year with full-time, in-person instruction after two-plus years of remote and hybrid learning.

READ MORE on my blog at PaperAndPackaging.org/blog

INNOVATIONS

Three Reasons to Feel Good About Paper

The industry's drive to eliminate waste has led to new packaging innovations and even more sustainable paper-based products. Have you looked around to see that many brands have done away with packaging made of non-renewable materials and replaced it with paper? It's the perfect recyclable material because trees are a renewable resource that are continually planted and carefully maintained by private forest owners.



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

DATA TRENDS THAT MATTER

Positive Recycling Sentiment *Top Reasons Why Households Recycle*



The vast majority
- 8 in 10 people -
believe recycling's
positive impact and
making a difference

70%

It reduces
waste



57%

To protect the
environment




Source: The Recycling Partnership Index, August 2022

SOCIAL SPOTLIGHT AND SHARING

sappi Sappi
149,265 followers
2w • 🌐

At Sappi, we're happy to share opportunities that highlight excellence in sustainable packaging. Have you seen [Paper and Packaging Board's](#) new series, Pack It! the [#RecyclingDesignChallenge](#)?

If not, catch up on the series to see contestants compete to make recyclable packaging designs and potentially win \$5,000, <https://bit.ly/3BlInROb>.



Redefining the Beauty Subscription Box
howlifeunfolds.com • 1 min read

PCA Packaging Corporation of America
70,588 followers
2w • 🌐

When you choose paper-based [#packaging](#) like corrugated, you're actually supporting the growth of forests. [Paper and Packaging Board](#) put together a great list of ways the corrugated and paper products industry supports a [#sustainable](#) environment. <https://bit.ly/3oE8DIK>



Sustainable & Responsible Forestry
howlifeunfolds.com • 1 min read

International Paper
@IntlPaperCo

International Paper has partnered with the [@HowLifeUnfolds](#) on the [#BoxtoNature](#) campaign, an industry-wide initiative to encourage box manufacturers to work with brands and ecommerce customers to increase residential recycling rates. bit.ly/3QBn9Xk [#EmptyFlattenRecycle](#)



paperandpackaging.org
Box to Nature Program

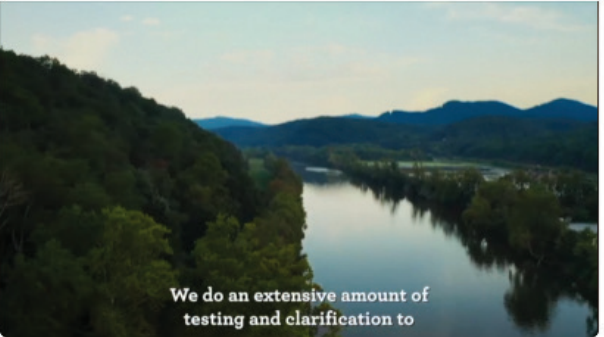
GP Georgia-Pacific LLC
174,812 followers
2w • 🌐

Our Big Island Mill has been a part of the Bedford community for over 130 years. Learn more from [Paper and Packaging Board](#) about our deep roots and sustainability practices.

Paper and Packaging Board
3w • 🌐

The Big Island Mill is more than just a paper mill, it's a community that puts sustainability first in everything they do. Learn more about the journey from tree to paper and how these paper mill workers are giving back to the forest in our VA [#FacesoftheForest](#) series! <http://hlufus/36ki50KaM1Z>

[#forestry](#) [#papermill](#) [#sustainablechoices](#) [#virginiaforests](#)



We do an extensive amount of testing and clarification to

