



# PAPER AND PACKAGING BOARD NEWSLETTER

## Helping a Sustainable Planet Unfold

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*P+PB's national sustainability-focused marketing campaign highlights how paper and packaging's sustainable nature, the industry's environmental practices and investment in recycling contributes to a healthier planet.*

### CAMPAIGN HIGHLIGHTS

## The Season of Giving Begins with Paper

With the increased use of paper products during the holiday season, it is an important time to show consumers how to incorporate sustainability into their traditions and make the most of our natural resources.

The power of print to draw consumers into our sustainability story is front and center in new ads that cleverly play off the content focus of each magazine. For example, Esquire's print ad says "Trees love grooming tips too." And our US Weekly ad says, "Trees love throwing shade too."

P+PB's animated video spot with woodland animals educates on how using paper products incentivizes forest landowners to plant more trees and that those paper products continue to live on by recycling.



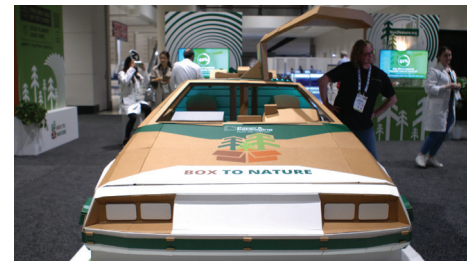
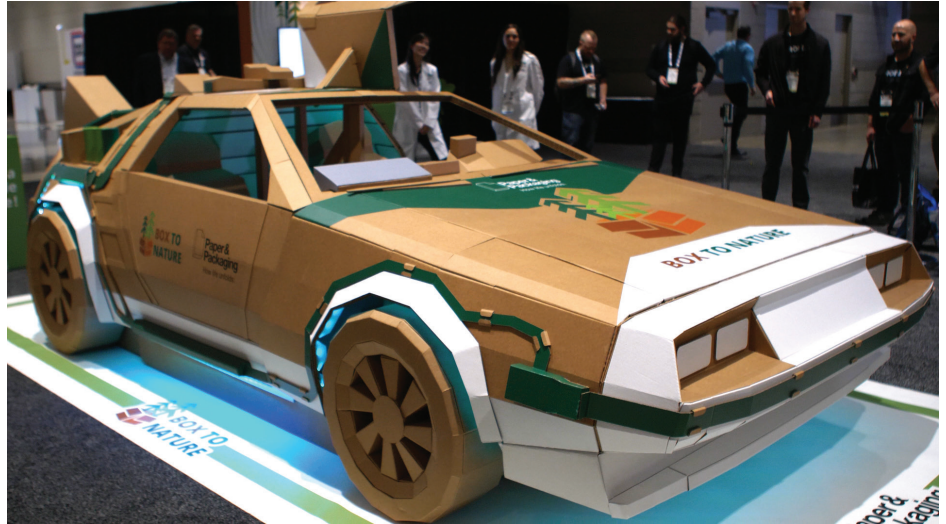
The holiday campaign works in tandem driving consumers to a holiday infographic that gives tips on how paper and packaging products are the sustainable choice for gifts, shipping and crafts during the season of giving.

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

# Our Attention-Getting PACK EXPO Booth Plays to the Back to the Future Theme

The Paper and Packaging Board's booth grabbed the attention of all who passed by at PACK EXPO with the help of our life-size corrugated car complete with Box to Nature branding. More than 500 attendees utilized our photo booth experience and posed next to the DeLorean-inspired car. Booth visitors also took a ride to the sustainable future by immersing in a virtual reality experience to learn about the Box to Nature residential recycling program. Whether people talked with staff in the booth or listened to one of P+PB's President Mary Anne Hansan's presentations, they learned how choosing paper and recycling could lead to a more sustainable future.

**LEARN MORE** at [paperandpackaging.org](https://paperandpackaging.org)



## Empty, Flatten and Recycle Your Pizza Boxes



**SEE MORE** of the content [@HowLifeUnfolds](https://twitter.com/HowLifeUnfolds)

P+PB is partnering with eco-friendly influencer Kathryn Kellogg to eliminate confusion around recycling including how to empty, flatten and recycle pizza boxes and other types of paper-based packaging. Pizza boxes made from corrugated material are by design recyclable. And more and more waste companies are collecting them. With 3 billion pizza boxes used a year, that's 600,000 tons of corrugated material that should not be wasted!

We are amplifying the recycling message by utilizing Kellogg's social media and popular blog, Going Zero Waste, sending out a press release as well as running a digital ad campaign on NextDoor. The digital ads direct consumers to an article that discusses pizza box recycling.

## CAMPAIGN HIGHLIGHTS

# Pizza Box Recycling Opportunities

*National Recycling Day (Nov. 15th)*



U.S. residents use about **32 billion** pizza boxes a year

**600,000 tons**

of corrugated material that can be recycled

Representing a big opportunity for **fiber recapture**



Remember to recycle your **pizza boxes!**

*Just remember to check with your local guidelines before you put the box in the bin.*

Source: 2020 Domino's Pizza Box Recycling

## Sustainable Thoughts

*From P+PB's President, Mary Anne Hansan*



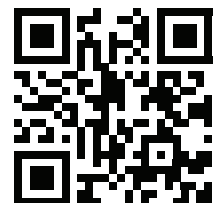
## PACK EXPO is a Good Reminder That There Are More Sustainable Paper Solutions Ahead of Us

This year the Paper and Packaging Board team and our B2B partner, Stein IAS, joined some 40,000+ people attending PACK EXPO at McCormick Place in Chicago. Our corrugated booth and DeLorean-inspired car played off the PACK to the Future theme and was a great magnet for traffic, leading to a successful event for our Box to Nature program.

**READ MORE** on my blog at [PaperAndPackaging.org/blog](https://PaperAndPackaging.org/blog)

**Congratulations to AF&PA's 2022 Sustainability Award winners!**


*Watch their stories unfold at [afandpa.org](https://afandpa.org)*



# SOCIAL SPOTLIGHT AND SHARING

**Billerud North America**  
@BillerudNA

Industries are constantly evaluating innovations in [#paper](#) and packaging to create more chances for consumers to choose [#sustainable](#), [#recyclable](#) products. Learn more from [@HowLifeUnfolds](#) 🌱




howlifeunfolds.com

Innovations in paper and packaging create more chances to choose sustainabl...  
Innovations in paper and packaging create more opportunities for you to choose sustainable, recyclable products.

**Sappi**  
160,757 followers  
@Sappi

At this year's PackExpo event, our Sappi team stopped by the [Paper and Packaging Board](#) booth to learn about their [#Box2Nature](#) campaign. This initiative aims to inform, remind and thank the consumer for doing their part to support sustainable paper packaging. Where does it all start? With a Box to Nature mark that includes a QR code that leads consumers to content about recycling paper and paper packaging and recycling habits. Learn more about how this campaign is changing consumer behavior and improving brand perception.

Learn more. <https://bit.ly/3fzfMn>.




[#Box2Nature](#)

**Corporate Image**  
1,315 followers  
5d • 🌱

We had a blast and relished the opportunity to learn and connect at [PACK EXPO](#) in Chicago! We saw this beautiful example of all the possibilities corrugate (or should we say car-rugate?) brings to your brand at the [Paper and Packaging Board](#) booth!

[#Box2Nature](#) [#tradeshows](#) [#packagingdesign](#) [#packaging](#) [#corrugated](#) [#presentationiseverything](#)



[#Box2Nature](#)

with Michele Choate and 4 others

**PCIA** Packaging Corporation of America  
72,744 followers  
4d • 🌱

With [#halloween](#) a few short days away, let corrugated be the superhero of your trunk or treat or house displays! [Paper and Packaging Board](#) put together a list of great ideas to use your spare corrugated containers in spooktacular ways. <https://bit.ly/3Ckmwf6>



**Paper Tricks to Sweeten Your Trunk or Treat**

howlifeunfolds.com • 2 min read

