



PAPER AND PACKAGING BOARD NEWSLETTER

Helping a Sustainable Planet Unfold

IN THIS ISSUE: Campaign Highlights | Sustainable Thoughts | Innovation | Data Trends That Matter Social Spotlight and Sharing

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

New Magazine Editorial Offers Sustainable Holiday Tips Worth Celebrating

P+PB's new holiday print educates readers on how choosing paper and paper-based packaging during the season of giving is the ultimate gift to the Earth. Our *Us Weekly* article, partnering with lifestyle blogger Brittany Hanks, and *Food Network Magazine* editorial spread both contain creative tips and tricks for celebrating sustainably. The clever upcycling techniques highlighted, like turning those leftover e-commerce boxes into recycling bins, create more opportunities for consumers to form recycling habits and feel good while helping save the planet! The features also direct readers to our website where they can find our Sustainable Holiday Guide containing additional ways to make their celebrations greener.



CHECK OUT our *Us Weekly* article and *Food Network* spread at howlifeunfolds.com/sustainability/holiday

Popular Eco-Influencers Share Ideas for Cherishing the Holidays and the Planet

Spread some holiday cheer using eco-friendly alternatives during the season of gift-giving and gatherings. Four environmental influencers helped get paper's tips for reducing waste using their Instagram and TikTok platforms. Using our Holiday Sustainability Guide, creators Kathryn Kellogg, Leah Thomas, Krys Gier and Sally Garcia share tips like reusing paper bags for gift wrapping to recycling pizza boxes to writing a gratitude letter to our nation's forests for a holiday free of waste.



DOWNLOAD the Holiday Sustainability guide at howlifeunfolds.com/holidayguide

Make Your Holidays Pop with These Fun Card Tutorials



December 9th is Christmas Card Day! P+PB is helping consumers get in the spirit by sharing three fun holiday card tutorials. The article also encourages readers to host a card making party and shares tips on how to use paper products in their activities to keep them sustainable.

READ MORE at howlifeunfolds.com/lifestyle-interests

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



'Tis the Season for All Things Paper and Packaging – Let's Use it Year-Round to Tell Our Best Story

We are republishing one of our favorite blogs for this festive time of year.

Like many of you, I am getting ready for Christmas, and an important part of my tradition is sending a family card. It has taken many shapes and forms over the years, from a card with pictures of my children in their Christmas finest, to more elaborate letters mimicking hot ad campaigns (like the milk mustache campaign) or creating a family version of an "In-Out" list.

READ MORE on my blog at PaperAndPackaging.org/blog

INNOVATION

Who Knew Sustainable Packaging Could Be So Sweet?

When it comes to packaging, saving green and being green are not mutually exclusive. Dessert companies around the world are not just improving their packaging in terms of cost and strength but also in terms of sustainability and the consumer experience.

READ MORE at howlifeunfolds.com/packaging-innovation



DATA TRENDS THAT MATTER

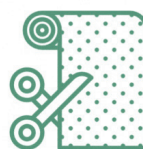
The Gift that Keeps on Living



87% of Americans say they want to recycle holiday wrapping paper



But only **51%** know that wrapping paper can go in the recycling bin



Want to **learn more about what Holiday items are recyclable** and how to celebrate sustainably this season? Check out our Holiday Guide at howlifeunfolds.com/holidayguide

Source: Paper and Packaging Board and Wendy Woods, November 2021

SOCIAL SPOTLIGHT AND SHARING

 **Graphic Packaging International, LLC**
90,230 followers
1w • 🌐

The **Paper and Packaging Board** have partnered with sustainability influencer **Kathryn Kellogg** from Going Zero Waste to give consumers a simple rundown on recycling and upcycling paper products. The article also features a printable recycling checklist consumers can keep handy that shows which items are recyclable and how to check their local recycling guidelines.
<https://lnkd.in/eh7ndnAK>



10 to 15 Tips for Recycling Paper
howlifeunfolds.com • 1 min read

 You and 69 others 1 comment • 2 reposts

 **NC State College of Natural Resources** @NCStateCNR · Nov 10

Looking for some easy ways to spice up your tablescapes this Thanksgiving? All you need is some cardboard and paper. Catch all of @HowLifeUnfolds' festive tips here: ncst.at/33Fa50LAxle



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sappi **Sappi North America** @SappiNA · Nov 4

#Paper and #packaging products are an integral part of our lives. @HowLifeUnfolds' #BoxtoNature residential recycling program helps encourage manufacturers, brands, and consumers to #recycle more often – and to do it the right way.

Learn more: buff.ly/3Ndy8YD.



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BOISE PAPER **Boise Paper** @BoisePapers · Nov 30

This holiday season, celebrate by choosing and recycling paper. Download @HowLifeUnfolds' Holiday Sustainability Guide to learn more ways to do your part for the planet.



howlifeunfolds.com
Celebrate the Holidays Sustainably with These Easy Tips
If you're looking for tips on how to #BeAForceForNature and enjoy the holidays sustainably this year, download our "Celebrate the Holidays ..."

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