



Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold

IN THIS ISSUE: Campaign Highlights | Sustainable Thoughts | Industry News | 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

Popular Personalities Promote Paper and Packaging in the Digital Space

In today's media landscape, social media influencers are a powerful tool for engaging consumers. Through authentic content creation, influencers foster a sense of connection with their followers and build trust and credibility along the way. That's why we have partnered with several to promote the papertarian lifestyle and our *Pack It! The Packaging Recycling Design Challenge* competition series.

SEE WHERE TO FIND THEM on **Instagram** below:

Kathryn Kellogg (@going.zero.waste) shows us how she packages a gift using only recyclable, renewable materials – similar to what the Pack It! contestants do during their challenges.

Listen to Pack It! host **Cassie Stephens** (@cassie_stephenz) talk about why she is a papertarian as she promotes the new episodes.

Wyatt Eiden (@wyatteiden) hits the streets to give a pop quiz on recycling knowledge and encourages people to Go Papertarian.

Burton Buffaloe (@bbbuffaloe) challenges his family to a papertarian "diet" – creating a meal using only ingredients packaged in paper!



CAMPAIGN HIGHLIGHTS

Consumers Continue to Engage in Paper Content At High Levels

Paper is a core part of our sustainability and benefits story that continues to resonate with consumers, especially around its unique values when it comes to learning and productivity. Our high volume of website traffic often comes from consumers searching for writing prompts and recycling lists. We answer those top queries and more with engaging editorial content like “how to write a thank-you note,” printables like a recycling checklist, and engaging social content like our handwriting personality video and our journaling tips. All of which is supported with our sustainability messaging around paper’s responsible sourcing practices and recyclability.



We have plenty of additional resources industry members can use to promote the sustainable benefits of paper!

CHECK THEM OUT at paperandpackaging.org/industry-resources

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



The Environment is a Hot Topic. Together, We Are Part of the Solution.

During our first referendum in October 2020, I shared the P+PB Board of Director’s promise to evolve the focus of our consumer campaign to talk about paper and packaging’s unmatched environmental story. By the summer of 2021, we were rolling out new messaging focused 100% on recycling, innovation and plastic substitution and the replenishment of forests that make our renewability story so compelling. Two years in, the results are impressive. The vision that drives our work and passion for this industry remains intact and is just as relevant and attainable as we thought in 2020. In a nutshell, our campaign is meeting the moment in a world more focused than ever on the long term health and viability of the planet.

READ MORE on my blog at paperandpackaging.org/blog

Together, we make Paper, Packaging and Progress.

VISION 2023 AND BEYOND

Fibre Box Association Encourages Implementation of Box to Nature

The Fibre Box Association's Board of Directors recently approved partnering with P+PB to actively encourage adoption of the Box to Nature initiative to help recapture consumers e-commerce shipping boxes.

The motion stated: ***"FBA endorses the Box to Nature program as a catalyst to achieving FBA's strategic initiatives, to be the voice to customers and to advance residential recycling. FBA commits resources to successfully implement the program across the corrugated industry."*** We look forward to working with FBA to develop new strategies for implementation and customer outreach.



INNOVATION

Innovative Beverage Packaging: Paper's Place

While paper isn't a new player in the beverage market—think bag-in-box constructions, paper straws and the classic six-pack carrier—its share is expanding because of consumers' growing preferences for sustainability, personalization and e-commerce. According to the Hartman Group, consumers feel strongly that companies should help the environment. Those results are manifested visibly in paper packaging, whether it's a product in hand like Boxed Water or boxed wine or paper bottle prototypes from leading beverage businesses like The Coca-Cola Co.



READ MORE at howlifeunfolds.com/packaging-innovation

DATA TRENDS THAT MATTER



When a packaging company decides to package their products in paper-based packaging, **I think more highly of that company**



2015




2023

SOURCE: Isobar/Brookmark A&U Tracking Survey, Aug '15- May '23 Waves. Audience: Total Expressives.

SOCIAL SPOTLIGHT AND SHARING

WestRock Company
218,076 followers
1w • Edited •


When it comes to **#packaging**, **#sustainability** is a top priority for brands and consumers but it's not the only feature that matters – they want a sustainable solution that also performs well and has design appeal. That's why we're innovating **#fiberbased** packaging solutions that not only protect products throughout the supply chain, but also allow eye-catching branding and easy curbside recyclability. In this Entrepreneur Media article brought to you by Paper and Packaging Board, read how plastic alternatives like our EverGrow® produce packaging are helping customers meet their sustainability goals and reflect their brand values. <https://okt.to/6XDRoy>



Say Hello to Product Packaging That's Practical, Sustainable, and Smart | Entrepreneur
entrepreneur.com • 3 min read

PRCA Paper Receipts Converting Association
185 followers
23h • Edited •

By opting for paper receipts, we're making a conscious choice to conserve resources and protect our trees. Not only is paper biodegradable, but most of it comes from certified forests that are continually replanted, leading to increased forest cover. Paper and Packaging Board dives deeper into the power of paper in preserving our planet: <https://bit.ly/3ODGfha>




4 1 repost

Sappi
197,648 followers
1w •

In case you missed it, Paper and Packaging Board's board reality competition series "Pack It! The Packaging Recycling Design Challenge" is back!

Available now, catch up on episodes 1 and 2 to see how competitors **Emma Dayton**, **Zachary Weston**, **You Zhou** and **Stephen J Works Salley** face off to create unique and innovative packaging designs.


Learn more and watch all episodes here: bit.ly/3pIGq11.



Resolute Forest Products
52,558 followers
1w •

Pop quiz! What makes a papertarian a papertarian? Take the quiz from Paper and Packaging Board to learn about the paper-based lifestyle and see if you can wear the title! **#GoPapertarian**

<http://hluf.us/n2Wr500YqzA>



When You Choose Paper, You're a Papertarian
howlifeunfolds.com • 1 min read

