



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

Pack It! Returns with New Packaging Design Challenges

Back by popular demand, Pack It! The Packaging Recycling Design Challenge video series returns, where designers go head-to-head with 10 hours to create innovative, recyclable packaging designs using only paper-based materials. The series highlights the importance of sustainable material selection early in the packaging design process; showing alternatives to plastic shipping materials and why paper packaging is the smart choice for the environment.

The two new episodes are hosted again by Netflix's "Nailed It!" winner and art teacher Cassie Stephens and features a new roster of judges from e-retailers Grounded, a plant service, and tropical fruit provider Miami Fruit. The contestants design packaging for



either a fragile potted plant or various produce. Tune in to see if their designs survive the ultimate challenge — the drop test!

WATCH NOW at youtube.com/@howlifeunfolds

CAMPAIGN HIGHLIGHTS

Entrepreneur Advertorial Highlights Paper-Based Packaging Substitutions

Countless innovations in paper-based packaging have been introduced over the last few years. Our new advertorial featured in Entrepreneur showcases innovative, efficient and easily recyclable packaging solutions that reduce the use of other non-environmentally-friendly materials — but still give the impact that brands want — while also reminding consumers that when they choose paper-based products they are choosing to support the growth of U.S. forests.

READ the article at howlifeunfolds.com/packaging-innovation

Entrepreneur



Don't Miss This Year's State of the Campaign Webinar

Join P+PB President Mary Anne Hansan in one of four 45-minute webinars (30 minutes plus time for questions) as she details the campaign's ongoing impact on industry reputation and consumer preference as well as showcasing some of our Go Papertarian! initiative, our recycled packaging design challenge, Pack It!, pizza box recycling efforts and more. The campaign is working to increase fiber recovery through education, showcasing innovation through plastic substitution and demonstrating the industry's forest stewardship.

REGISTER NOW at paperandpackaging.org

A graphic for the 'State of the Campaign Referendum 2023' webinar. It features a background of a dense green forest. The text 'State of the Campaign Referendum 2023' is at the top. Below it, a white box contains the text 'Webinar Save the Dates:'. Underneath, a green bar contains the dates 'August 8 9 16 17'. At the bottom, the Paper & Packaging logo is shown with the tagline 'How life unfolds.®'.

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Looking Forward: 2024 Campaign Goals

I recently spent a whirlwind week of travel visiting with Paper and Packaging Board members in McLean, VA, the Fibre Box Association's Board of Directors in Banff, Canada, and AF&PA's Board of Directors in Washington, D.C. I could not help but think about the positive sea change in consumers' knowledge and awareness of paper's sustainability story since the campaign began advertising in 2015. And it wasn't just me, our board members are feeling the improvement too.

READ MORE on my blog at paperandpackaging.org/blog

Go Papertarian! Contest Celebrates Paper and Packaging Industry Employees

P+PB's annual contest for paper and packaging company employees returns this year with an exciting new quiz – Test Your Papertarian IQ! This short quiz tests employees' knowledge about the tenants of a papertarian lifestyle and their awareness of the clever one liners from comedian and actress Retta, like explaining the difference between a vegetarian and a papertarian – “I don't chew paper, I choose paper.” quips Retta in one of four videos.

Participants also have the chance to win some great prizes - including \$100-\$500 Visa gift cards! This sweepstakes is open to employees of Paper and Packaging Board member companies only. The contest runs from July 17 - August 11. We are excited to celebrate industry employees – who are the original papertarians – and thank them for all the hard work they put in to making sustainable paper and paper-based packaging products!



**TEST YOUR
PAPERTARIAN
IQ!**

WATCH.
ANSWER.
WIN.

**SWEEPSTAKES
JULY 17 - AUGUST 11**

INNOVATION



Paper Does That!

Looking for a way to showcase exciting innovations in paper-based packaging to your customers? Our innovations video, part of our popular Sales Toolkit, highlights how new innovations in paper-based packaging can help your clients meet their sustainability goals – and consumer's expectations.

SIGN UP for our Sales Toolkit at paperandpackaging.org/industry-resources/sales-toolkit to download and share

DATA TRENDS THAT MATTER



85% of consumers agree that paper and packaging companies operate with high levels of standards regarding sustainability practices.

Source: Brookmark, A&U Tracking Survey, May 2023. Survey Audience: Consumers 18 - 49 who have seen the campaign.

SOCIAL SPOTLIGHT AND SHARING

WestRock Company
214,028 followers
1w • 🌐

June is National Fruits & Veggies Month, and we're excited to see our peach-perfect partnership with Niagara Orchard & Vineyard Corp featured by [Paper and Packaging Board](#) for #innovation in produce #packaging. See how our fiber-based EverGrow® packaging solutions offer a #recyclable option to keep their products fresh and safe all the way from the farm to the shelf: <https://okt.to/JaUlsm>

Paper Innovation in Produce Packaging
howlifeunfolds.com • 2 min read

Boise Paper
13,764 followers
3w • 🌐

Ecological sustainability has become a show-stopping concern. Discover the paper product innovations that help artists, venues and concertgoers be kinder to the planet via [Paper and Packaging Board](#). <http://hluf.us/oWwH500C9ow>

How Paper Products Are Helping High-Voltage Concerts Become Sustainable
howlifeunfolds.com • 1 min read

Resolute Forest Products
52,209 followers
2w • 🌐

There are endless opportunities to be a papertarian. You can start by taking the pledge to show your commitment to a planet-friendly, paper-based lifestyle! [Paper and Packaging Board](#)

<http://hluf.us/42cX500C8Pe>

#GoPapertarian

Take the pledge
howlifeunfolds.com • 1 min read

Fibre Box Association
8,634 followers
1mo • 🌐

There are endless opportunities to be a papertarian. You can start by taking the pledge to show your commitment to a planet-friendly, paper-based lifestyle! [Paper and Packaging Board](#) <http://hluf.us/42cX500C8Pe> #GoPapertarian

Take the pledge
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