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**FOR IMMEDIATE RELEASE**  
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## **The Paper and Packaging Board's State of the Campaign Report Highlights Impact of Sustainability Messaging on Industry Reputation and Preference for Paper**

**McLean, Va.** (September 12, 2023) – The just released Paper and Packaging Board's (P+PB) 9th annual [State of the Campaign report](#) details the positive impact of its sustainability campaign on the paper and packaging industry's reputation and consumer preference.

The national consumer campaign addresses consumers' concerns about the use of forests to make products, showcases product innovations and plastic substitutions, educates why using paper products is a smart choice for the environment and reminds how to recycle properly.

"The campaign is making an impact with consumers," says Mary Anne Hansan, P+PB President. Learning the facts about the paper industry's sustainability practices and product benefits dramatically improves whether our core audience sees the industry as part of the environmental solution or problem," says Hansan. "After hearing our messaging, consumers' perceptions of our industry tend to increase based on our Attitudes and Usage Tracking Survey. When people feel like they are part of the environmental solution by choosing paper products, their likelihood of consuming more paper and packaging increases."

Jonathan Kraft, P+PB Board Chair and President of The Kraft Group, adds about the campaign, "We're seeing more positive perceptions of our industry and customer brands are looking to re-engineer with paper. What we've achieved by speaking in one voice as industry is living proof that the whole is greater than the sum of its parts."

Campaign advertising and other materials can be seen on streaming, traditional and cable TV, paid digital channels, magazines, podcasts, social media and the campaign's [HowLifeUnfolds](#) website.

The report showcases recent work, including

- The [Go Papertarian!](#) initiative with comedian and actress Retta getting consumers to think about what a product is packaged in before or at the point of purchase. Retta is seen at work, home and even the grocery store pointing out the sustainable virtues of paper and paper-based product packaging and humorously correcting her intern and neighbors about the proper ways to recycle, all the while showcasing the industry's vast array of products.
- [Pack It! The Packaging Recycling Design Challenge](#) where contestants compete to design recyclable product packaging from the ground up in 10 hours to win a \$5,000 prize.
- Recycling influencers who show consumers how to become "super recyclers."
- The [Box to Nature](#) residential recycling labeling initiative which includes a persuasive recycling reminder brands can use on boxes.



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“The consumer campaign provides a steady drumbeat of information and education about our forest practices, recycling ethos and product innovations that advance the reputation of our industry and preference for paper,” said Hansan.

She shares more details in her monthly Sustainable Thoughts [blog](#).

**About:** The Paper and Packaging Board promotes the use of paper products and paper-based packaging by highlighting how their sustainable nature, the industry’s practices and recycling help contribute to a healthier planet. Forty-seven U.S. manufacturers and importers collectively fund the national marketing campaign, [www.howlifeunfolds.com](http://www.howlifeunfolds.com).

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