



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

2023 Continuance Referendum Now Underway

Between now and October 20, paper companies supporting the Paper and Packaging Board's national consumer sustainability campaign will vote on whether or not to continue the effort. The campaign has delivered some excellent results for the industry which are featured in our recent State of the Campaign Report and video.

Together, we are accomplishing at scale what no one company can do alone with such impact. Through economic ups and downs, the consumer campaign is providing a steady drumbeat of information and education about our reforestation practices, recycling advancements and product innovations that advance the reputation of our industry and preference for paper in an increasingly competitive environment



In the short video above, An Boon, VP of Global Marketing at Graphic Packaging and P+PB Committee Member, shares her perspective about the power of coming together as an industry to connect with consumers at scale.

FOR DETAILED INFORMATION about the 2023 continuance referendum and videos from more of our Board and Committee members, visit paperandpackaging.org/referendum-2023

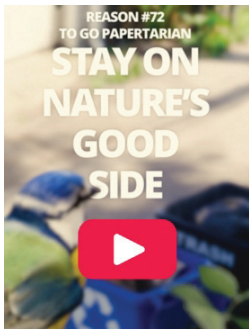
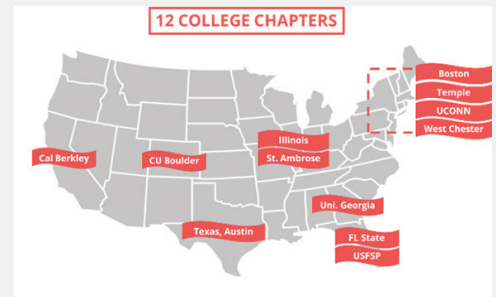
CAMPAIGN HIGHLIGHTS

Bringing Pizza Box Recycling Education to College Campuses

For National Pizza Month, we've partnered with Her Campus, a nationwide college media group reaching Gen Zers (ages 18-26). Students will learn the importance of properly recycling pizza boxes through nationwide distribution of online articles, emails, newsletters and social media. At the local level, 12 Her Campus chapters across the U.S. will host educational pizza parties on campuses – all to encourage proper pizza box recycling among fellow students and provide social content on Instagram and TikTok that we will share throughout October.

READ the pizza box recycling articles featured on Her Campus' popular editorial sites:

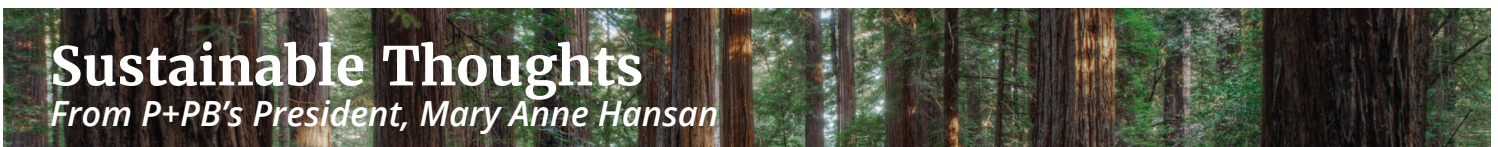
- **Her Campus:** hercampus.com/life/eco-friendly-college-pizza-party/
- **Spoon University:** spoonuniversity.com/lifestyle/everything-to-know-about-pizza



New Papertarian Video Puts a Humorous Twist on Neighborhood Watch Programs

Need some convincing to go papertarian? How about some peer pressure from Mother Nature? In our latest papertarian social video, we're sharing one of many reasons to go papertarian - it helps natural habitats thrive!

WATCH NOW at youtube.com/@howlifeunfolds



The Sound of Silence

Over the last nine years, the Paper and Packaging Board has built a smart, strategic marketing program that communicates our industry's sustainability ethos and planet-smart packaging innovations. Our sustainability work is in its infancy, just two and a half years in, with more work ahead.

We know that our circularity story is not well understood and is still underappreciated. We know there is still public concern over the sustainability of forests. And we know that the recycling community at large has not kept up with advancements in paper recycling at the mill level.

And now, with our work only partly finished, our industry is voting as we speak on whether the consumer promotion campaign should continue.

READ MORE on my blog at paperandpackaging.org/blog

Campaign Awarded for Brand Storytelling

While the Oscars are the movie industry's recognition of excellence by their peers, our campaign work has been recognized over the years by the marketing and advertising industry for its excellent brand storytelling. Our collaborative B2B work with agency Stein IAS for the 2022 Pack Expo recently earned six awards for our life-size corrugated DeLorean and AI experience, highlighting our Box to Nature residential recycling initiative. Capitalizing on the conference's Pack to the Future theme, our fun take on the iconic Back to the Future movie created much buzz, was a popular photo moment for attendees and generated business leads.



RECENT AWARDS INCLUDE:

2023 B2B Marketing Elevation Awards: Best Digital Experience Initiative and Best Use of Live, Digital and Hybrid-Event Marketing

2023 Association of National Advertisers Global ACE Awards: Event/Trade Show Marketing and Digital/Tech Powered Experience

2023 Association of National Advertisers B2 Awards: Trade Show or Conference

2023 Gerety Awards: Business to Business

INNOVATION

Innovative and Sustainable Packaging: Paper Does That!

For our innovations feature this month, we are showcasing an article by Packaging World.



The packaging industry is experiencing a substantial shift in materials, primarily driven by objectives centered around sustainability. The replacement of plastic remains a priority for many brands and retailers, as they seek alternatives with a smaller environmental footprint.

READ MORE at packworld.com/news/sustainability

DATA TRENDS THAT MATTER

The benefits of using paper-based packaging products outweigh the risks



2016



2023

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

SOCIAL SPOTLIGHT AND SHARING

Heart+Mind Strategies
4,703 followers
4d • 📹

We loved partnering with **Paper and Packaging Board** on this fun research project that included dozens of unboxing videos. The **#BoxtoNature** mark is one way to improve the unboxing experience for your customers AND promote sustainability in packaging. 🌱 Win Win!

Paper and Packaging Board
47,233 followers
4d • Edited • 📹

In a research study, we asked participants to film their candid reactions to unboxing a shipping box with our **#BoxtoNature** mark.

The results: Customers' experiences with your brand can be heightened when the Box to Nature mark is on your package. Find out how to get the mark on your boxes at <http://hluf.us/AEM350PFsAE>

BOX TO NATURE

Take a step toward sustainability with the Box to Nature mark

THIS BOX HAS UP TO 7 LIVES
OUR PLANET HAS ONE

EMPTY • FLATTEN • RECYCLE

Boise Paper
13,980 followers
2w • 📹

Planting trees is in our DNA and our relationship with forest landowners is vital to maintain. Learn about some of the **#FacesoftheForest** who work every day to nurture our trees from **Paper and Packaging Board**: <http://hluf.us/ZVj850PCARX>

Faces of the Forest: Unique Stories of American Woodlands and the Industry That Helps Them Thrive

howlifeunfolds.com • 1 min read

American Forest & Paper Association
14,068 followers
1w • 📹

Do you read on an electronic device, or still love a paper printed book? Reading in print is important in learning – it helps with continuity, concentration, concepts and contemplation. Learn more from **Paper and Packaging Board** <https://bit.ly/3RyEkfN>

Fibre Box Association
9,179 followers
4d • 📹

When it comes to safely shipping produce, you can trust corrugated! That's why nearly half of all corrugated boxes are used in getting fresh food from local farms to grocery stores.

Check out this article from **Paper and Packaging Board** for more paper packaging facts: <https://lnkd.in/gcn9PqXN>

It's only natural to put plant-based products in a plant-based package.

#ChooseCorrugated

