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The Paper and Packaging Board creates preference for paper and paper-based packaging by reinforcing why paper is an everyday, earth-friendly choice that allows consumers to feel good about their purchase decisions.

- The national marketing campaign represents a unified effort by the paper and packaging industry to show consumers how planet-friendly, innovative products made from paper material, and responsible forest stewardship practices, meet human needs and put the planet first.
- The Paper and Packaging Board (P+PB) is a checkoff program bringing together the paper and paper-based packaging industry to increase consumer awareness, preference and industry favorability while encouraging consumers to choose paper products.
- The integrated marketing campaign can be seen in video advertising, in magazines, online in digital ads and in social media. Public relations generate traditional earned media and social media platforms leverage the campaign's messages across [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#), [YouTube](#), [TikTok](#) and the website, www.howlifeunfolds.com.
- The campaign collects about \$20M+ annually from manufacturers and importers from four industry sectors, including printing and writing papers, kraft packaging paper, containerboard and paperboard.
- The U.S. forest products industry is a \$350 billion industry¹ offering 925,000 jobs¹ and creating over 5,000 products from recovered paper.² The industry accounts for 5% of the U.S. manufacturing GDP.¹
- P+PB operates with a small staff based outside of Washington D.C. and is governed by a board of directors composed of eight industry representatives from each of four industry sectors, as well as four regions of the country.
- Information on P+PB's result, governance and leadership can be found at www.paperandpackaging.org.

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-eight U.S. manufacturers and importers collectively fund the national marketing campaign, www.howlifeunfolds.com.

¹ [AF&PA Economic Impact](#)

² [U.S. EPA](#)