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IN THIS ISSUE: Campaign Highlights | Innovations | Industry News | Sustainable Thoughts | Data Trends That Matter | What P+PB is Reading | Social Spotlight

P+PB's national sustainability-focused marketing campaign highlights how paper and packaging's sustainable nature, the industry's environmental practices and investments in recycling contribute to a healthier planet.

CAMPAIGN HIGHLIGHTS

### New Year, New Sustainable Habits

We're kicking off the new year with new content that encourages consumers to build sustainable habits all year round! Whether they prefer to plan by the week or by the month, we're helping consumers make 2024 their most productive year yet with our customizable, printable planner pages.

We're also reminding consumers in a new article that using paper supports forest growth and educating them on how using paper products and digital devices in tandem is a great way to improve productivity. Click the links below to check them out!

- Printable Calendars
- Paper vs. Digital: Save a Tree and Print It Out



Papertarian Influencers Spread Sustainability Story Our use of social media influencers the last several years have proven a great way to

Our use of social media influencers the last several years have proven a great way to reach and engage with consumers with their unique and authentic content. These creator's personal connection with their audiences is instrumental in swaying preferences and making an impression amidst a sea of content. Get to know a few of our top performing influencers of 2023, who promote our Papertarian lifestyle by sharing the benefits of choosing paper products:

- Wyatt Eiden is known for hitting the streets to test people's knowledge watch him challenge someone to show their recycling chops!
- Kathryn Kellogg is dedicated to showing how living sustainably can be easy and fun by doing things like hosting a sustainable pizza party.
- Maria Watkins inspires people to live a low waste lifestyle by showing how paper products can be upcycled and repurposed.

With our history of successful partnerships, we will continue to work with a diverse group of influencers this year to spread our industry's positive sustainability story among engaged followers. 2024 has more great content in store!



# **Sustainable Thoughts**From P+PB's President, Mary Anne Hansan



## Paper-based Packaging Has a Great Sustainability Story

Over the last few years we've learned that a focus on sustainability translates into an increase in consumer preference. We know that when people feel like they are part of the environmental solution by choosing paper products, their likelihood of consuming and buying them increases. The paper and packaging industry has a great sustainability story to tell and that is exactly what we are doing through our consumer campaign. I focused on in this

month.

> Read more on my blog

#### **INDUSTRY NEWS**

## Insightful Resources Support Customer Conversations

Looking to kickstart customer conversations? New assets featured in our Sales Toolkit highlight consumer's growing preference for brands that demonstrate commitments to sustainability. These infographics build a compelling case that encourages companies to make the switch to paper-based packaging.

• Sign up for our Sales Toolkit to download and share



**INNOVATIONS** 

Paper-Based Carriers Help Coca-Cola Bottler Replace Plastic Multipack Rings

Liberty Coca-Cola Beverages, a local Coca-Cola bottler serving Philadelphia, New Jersey and New York City, and WestRock a supplier of sustainable paper and packaging solutions, will collaborate to implement a paperboard carrier that replaces plastic rings for its multipack bottled beverages. The move by the bottler is yet another example in an ongoing trend of large beverage brands and their packaging partners/bottlers making the switch from plastic-based to paperbased multipacks in a variety of applications

• Read the full article here



#### **DATA TRENDS THAT MATTER**





with venting neeps riled chicken

Crispy

PaperAge: Printed Receipts Still

- Matter. Here's Why.
   Packaging World: The
  Microplastics/Human Health Connection
- The Times UK: The Pen is Still Mightier Than the Keyboard

#### SOCIAL SPOTLIGHT AND SHARING

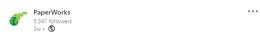


Have you started to brainstorm what goals you might have in 2024? Don't forget to add ways to be more sustainable to your list! Learn how to stick to your goals with tips from the Paper and Packaging Board: http://hluf.us/zSXs50Qc3Kt



How to Make a New Year's Resolution Checklist

howlifeunfolds.com • 1 min read



With more boxes landing on your doorstep than usual this holiday season, it's more important than ever to know how to properly recycle. Check out Paper and Packaging Board's recycling tips: http://hluf.us/cM9m50Qc0Br

@howlifeunfolds



International Paper 358,815 followers Looking for ways to stay organized in 2024? Download Paper and Packaging Board free papertarian printable calendars so you can stay on track for your new goals: http://hluf.us/vCZp50Ql6Xj



Print Your Own Customizable Planner Pages for 2024



Following the holiday season, homes are often filled with heartfelt cards received from loved ones, cardboard boxes from online shopping and wrapping materials that have kept our gifts a surprise. Did you know there are several recycling tips that can help contribute to a sustainable holiday season?

It's important to be mindful of recycling to ensure the continuous lifecycle of

To contribute to a sustainable holiday season, Paper and Packaging Board recommends the following recycling tips: https://bit.ly/3uHrORQ



Make a New Holiday Tradition with These Recycling Tips