



Paper and Packaging Industry Joins Together to Launch National Consumer Campaign

Paper & Packaging – How Life Unfolds™ Campaign Looks to Increase Appreciation and Demand

MCLEAN Va. (July 8, 2015) – The Paper & Packaging – How Life Unfolds™ consumer campaign launches July 8 with a \$20M investment in paid and earned media between July and December funding this cross-platform campaign designed to slow the decline in paper usage and grow demand for packaging. The [Paper and Packaging Board](#) (P+PB), established as a checkoff program in 2014 by industry referendum, oversees this multimillion dollar campaign which uses an emotional, story-telling approach to generate consumer appreciation for paper and paper-based packaging.

The Paper & Packaging – How Life Unfolds™ campaign, created by [Cramer-Krasselt](#) in Milwaukee, integrates traditional media including 30-second commercials, print advertising showcasing paper and packaging items that comprise milestones big and small, and a digital presence in banner ads, video and the campaign’s information hub, www.howlifeunfolds.com. Social media platforms include [Facebook](#), [Twitter](#), [LinkedIn](#) and [YouTube](#).

The program is financed by U.S. manufacturers and importers from four industry sectors including printing and writing; Kraft packaging paper, containerboard and paperboard.

“The paper and packaging industry is a \$132 billion dollar industry,” says John Williams, chairman of the Paper and Packaging Board. “It’s important that people know we have hi-tech jobs, sustainable practices and lead in manufacturing innovation – but the best way to talk directly to consumers about the unique attributes of products we make is to connect with them about the role these products play in their lives.”

“The campaign highlights relatable moments that connect consumers to paper and packaging products in meaningful, emotionally relevant ways,” says Mary Anne Hansan, P+PB’s executive director.

About Paper & Packaging – How Life Unfolds™

This new [campaign](#) from the manufacturers and importers of paper and paper-based packaging highlights the important role paper and packaging play in our lives, helping us accomplish our goals at home, at school and in the workplace. www.howlifeunfolds.com.

About the Paper and Packaging Board

[The Paper and Packaging Board](#) establishes and guides promotions designed to expand demand for paper and paper-based packaging products. Manufacturers and importers of these products participate in the Paper Checkoff, an industry-funded promotion program established by the USDA in 2014. www.paperandpackaging.org.



How life unfolds:

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Contact Information:

Julie Ferris
Cramer-Krasselt
jferris@c-k.com
414-227-1533

Joan Sahlgren
Paper and Packaging Board
jsahlgren@paperandpackaging.org
703-935-5386