



Coming Soon

(to a TV, Magazine and Digital Device Near You)



Attendees at **AF&PA's Leadership Forum**, the Paper Shipping Sack Manufacturers Association (**PSSMA**) and the Envelope Manufacturers Association (**EMA**) annual meetings all caught a glimpse of what are rumored to be the industry's newest rising "pulp" stars as they headed on set to star in new commercials for the paper industry. Checkoff companies' Communications Ambassadors are invited to learn more about this dynamic duo and their 2018 premier during webinars **December 5 and 6** (see *CAPS Corner* for more info).

Peeling Back the Layers of Paper Furniture

Paper furniture? It's a concept that might be difficult to wrap your head around, but functional pieces could be coming to a showroom near you soon. [IKEA](#), the Swedish furniture company, says it will introduce a line of paper furniture in the near future. [Read more](#)

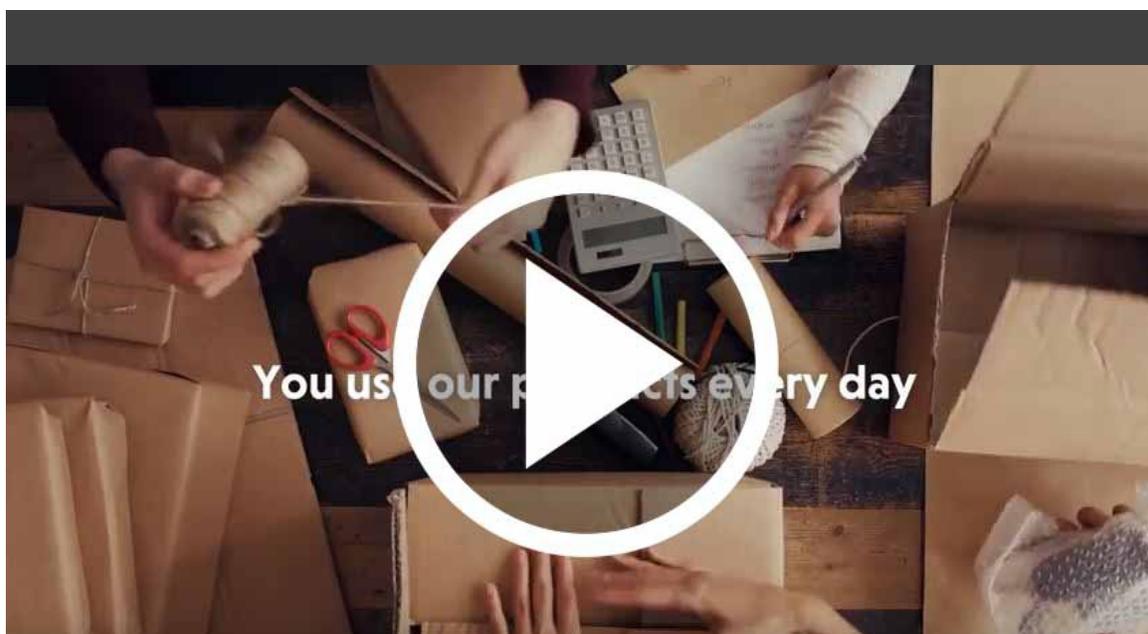


Most people know that wood fiber - one of the most recyclable and renewable natural resources on the planet - is the principle raw material used in making paper and paper-based packaging. But that's just the one branch (forgive the terrible pun) on the tree. Over decades of research and development, the forest products industry has innovated ways to use those same natural resources in literally hundreds of other products, including many you wouldn't suspect. [Download A to Z Infographic](#)



New Video Series *Faces of the Forest* Introduces the People Behind Our Products

Faces of the Forest videos showcase the foresters who live in, work on and care for the forests that provide for the paper products industry. These vignettes show how forests are grown and cared for across generations, how the land and plantings are managed to nurture wildlife habitats, and for recreation as well as for conservation and regeneration. Increasingly consumers want to know where their food comes from and support local growers. These stories of how foresters steward the land and the trees they grow generation after generation will also help educate consumers on the vital and renewable nature of forests. Meet the Faces of the Forest and get a sneak peek at our video series, being released on Facebook and Twitter later this month. [Watch Trailer](#)



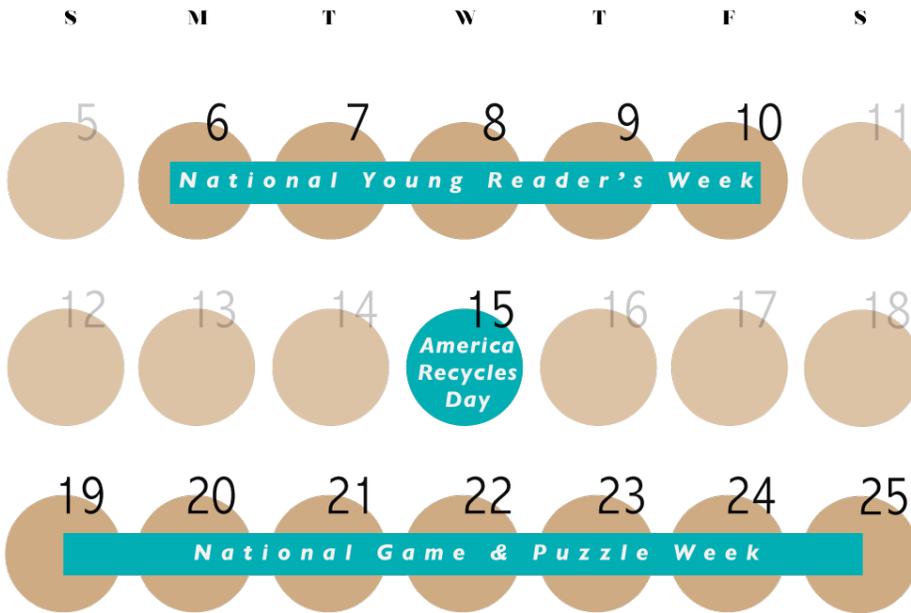
Loot Crate's Packaging Innovations Deliver and Transform

A comic con in a box, that's how Loot Crate was initially pitched and that's what they've been delivering to hundreds of thousands of "looters" each month across the globe. These looters don't need to rob or pillage any villages though, Loot Crate's monthly crates come securely packaged directly to their doorstep. [More Packaging Innovators Videos to Share](#)



What's Ahead...

Upcoming Noteworthy "Industry Holidays"



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Paper – Based Packaging: the Kinder, Gentler Side of Our Increasingly Digital Life

From the *Pulp Magic Blog* by Mary Anne Hansan

With so much of what we communicate e-mailed, texted, snapped or tweeted, it can feel like we live in digital overload rather than in a human space. How long before we're all wearing augmented reality glasses as we walk down the street streaming video on our phones? That's why it should not come as a surprise that the paper – based packaging that brings the fruits of our labor direct to our doors is also providing a satisfying, tactile unboxing experience. [Read More on the Pulp Magic blog](#)



CAPS: SAVE THE DATE!

Join us on **December 5 at 1P ET** or **December 6 at 11A ET**
as we introduce the new Paper & Packaging —
How Life Unfolds® 2018 Characters!

Official webinar registration to follow!



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