

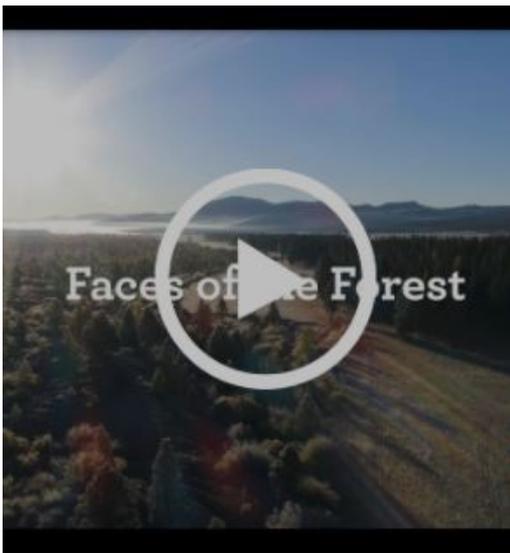


## Meet the Families Tending the Trees - New Videos in our *Faces of the Forest* Series

From generations of care-taking the ponderosa pine to a passion for trees that extends to helping hundreds of forest family owners, our *Faces of the Forest* families are dedicated stewards of our forests. Through their replanting and conservation-focused forest management efforts, they are helping to keep forest lands intact and thriving for generations to come.

### Meet the Defrees Family of Oregon

For more than 100 years, the Defrees family of Baker City, Oregon, has been raising beautiful ponderosa pine. Even though the latest generation of Defrees went off to become doctors, lawyers and scientists, the ranch draws them all back home whenever they can get there. [Watch Now](#)



### Meet the Rainey Family of Arkansas

Jeff Berry is a tree guy. He grew up in the forests of Arkansas where his family worked at the local mill. He went to college to study forest science. And now, for more than a decade he's been helping hundreds of family forest owners take care of their precious natural resources. From multi-thousand-acre tracts to his own in-laws' small family spread, Jeff Berry knows what forests — and foresters — need to be productive and sustainable. [Watch Now](#)



## Campaign Messages Reach Beyond A Single Page



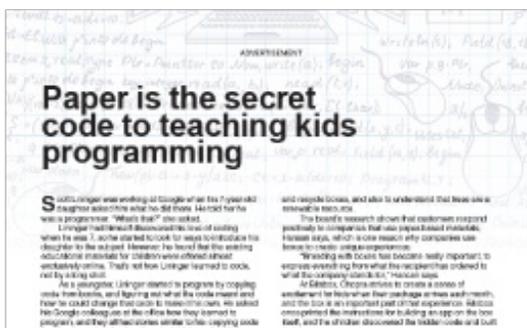
Starting this month, you won't just see single page ads promoting the Paper and Packaging – How Life Unfolds® campaign. You will also read sponsored, editorial-style content and watch specially-curated videos with tips and stories that bring paper and paper-based packaging benefits to life from the voices of our magazine partners. **Bloomberg**, **HGTV**, **US Weekly** and **Rolling Stone** are but a few of these new content partnerships designed to add credibility to our paid campaign message.

Specifically, our partnership with **HGTV** magazine (click image above for animation) features a two-page placement in the December issue that unfolds, providing an interactive experience and timely holiday packaging tips.

Some of the partnerships come with digital video extensions – for example, Rolling Stone magazine brings Indie composer, Brad Oberhofer's story about how he uses paper to bring music to life ([view video](#)). The video complements a feature piece on the artist in the December issue adjacent to our print ad.

Enjoy some of these featured pieces below.

### Bloomberg Businessweek 12/11 issue



### Delta Sky Magazine December issue







## Internal Webinars Introduce Company Marketers to New Brand Ambassadors



New ads due out in early 2018 feature two new animated characters who will represent the diverse and dynamic range of products offered by our companies. Communications Ambassadors (CAPS) and other marketing staff from checkoff companies met our two new Paper & Packaging – How Life Unfolds® brand ambassadors during webinars held on December 5 & 6.

Get your "name" on! In January, our CAPS are invited to introduce the two new ambassadors with a naming contest. There are 3 name options for each character and if the employees are feeling creative - there's even a write in option! Once an employee votes, they are automatically entered to win one of 25 VISA gift cards, up to \$500! So stay tuned for more information about our new campaign and advertising roll out in early 2018. Interested in learning more about the naming contest? Contact [Lindsey Auer](#) directly!

## This Year Subscription Boxes Top Holiday Gift Lists

The popularity of subscription boxes is on the rise, and P+PB is all for it. We have partnered with subscription services like **KiwiCo** and **KitNipBox** to showcase not only the cool products that come within, but the fun ways you can reuse the boxes themselves. As a result of our pitching efforts, **ELLE** and **HGTV** have featured **KiwiCo** as "the gift that keeps on giving" when it comes to holiday gift ideas for kids. The educational box focuses on STEAM (science, technology, engineering, and math) learning by providing interactive projects with each box.

Read and share the articles here: [ELLE](#) | [HGTV](#)



Our top social post of the month, featuring **KitNipBox**, has reached over **1 million** viewers on both Facebook and Twitter. KitNipBox designs its boxes to fit over 90% of cats. There are even tips on how to transform your monthly boxes into engaging toys, and of course, recycle when your cat is finished.



**How Life Unfolds**

December 1 at 10:15am · 🌐

We all know cats love boxes, but they REALLY LOVE KitNipBox. And they should. These subscription boxes are "purrfectly" designed to delight even the most finicky of felines.



Like

Comment



Share



## Two Uses Are Better Than One

From the *Pulp Magic Blog* by Mary Anne Hansan

First there was recycling. Then there was reusing. But today we're seeing something much bigger. It's a cultural shift that experts call the circular economy that redefines responsible consumption. Increasingly consumers are oriented to taking full advantage of the resources they use and then recover and regenerate them when possible. A sign of the times is that the number of Millennials who would sooner use Uber or a bike share than get a license and own a car. And interestingly, cardboard packaging is on the forefront of this shift. [Read More on the Pulp Magic blog.](#)



## CAPs Corner

Thanks to all of you who tuned in to the **2018 Company Pre-Campaign Launch webinar** last week!

The **NEW 2018 Pre-Campaign Launch materials** are **LIVE** in the [CAPs Toolkit](#). Here you'll find poster art, table tent art, banners (print and digital) as well as pre-written newsletter/email copy to plug into your communication channels to start promoting the new campaign! If you have any specific questions, don't hesitate to reach out to [Lindsey Auer](#) directly.

## The Paper and Packaging Board Has Moved!

*Please Note Our New Address:*  
8200 Greensboro Dr. Suite 1175  
McLean, VA 22102

## Pass it On!

If you know someone who would be interested in the **Paper and Packaging Board Newsletter**, pass it on! Simply forward this email to them or send the link below.

**SUBSCRIBE**

[www.paperandpackaging.org](http://www.paperandpackaging.org)  
[www.howlifeunfolds.com](http://www.howlifeunfolds.com)

*Copyright © 2017 Paper and Packaging Board. All rights reserved.*



**PAPER +  
PACKAGING  
BOARD**

This email was sent to [sarah.meiburg@hazelnutmarketing.com](mailto:sarah.meiburg@hazelnutmarketing.com)  
[why did I get this?](#) [unsubscribe from this list](#) [update subscription preferences](#)  
Paper and Packaging Board · 7901 Jones Branch Drive, #810 · McLean, Virginia 22102 · USA