



FOR IMMEDIATE RELEASE

**Virtual Toolkit Go-To Source for Paper Industry and Customers**  
*Sales Toolkit Makes Marketing Information Available*

**MCLEAN, Va.** (January 14, 2020) – The Paper and Packaging Board (P+PB) announces the launch of the Sales Channel Toolkit, an online resource for current information on productivity, safety, e-commerce, innovation, consumer preference and sustainability as they relate to consumer and customer desire for paper and paper-packaging. Companies, large and small, trying to meet their business and sustainability goals can now look to this new resource for marketing materials and information to help them tell, and understand, paper and paper-based packaging’s story.

The toolkit is an opt-in feature offering access to data-driven, third-party endorsed facts and success stories available in customizable assets. It includes turn-key pieces designed for sales people in the paper or packaging industry, sales channel personnel looking to reinforce sales messages across printing, merchant, graphics or packaging verticals, or even converters and recyclers who need information on the virtues of paper-based products.

Since the launch of the consumer campaign, Paper & Packaging – How Life Unfolds®, P+PB has conducted research on consumer and business attitudes and awareness of the valuable paper and packaging products in daily life. “Now, we are packaging this trending data with marketing and business intelligence to help the hard-working sales people in the industry better explain the overall benefits and values of these natural products,” said Mary Anne Hansan, P+PB president.

“The market has never been more receptive to recyclable, paper-based packaging and the choice to use products that are environmentally beneficial, rather than a strain on our resources,” says Michael P. Doss, chair of P+PB. “The timing is right for the manufacturers and importers who support this campaign to have access to important research to help their customers make a sustainably smart choice.”

To access the toolkit, a paper or packaging manufacturer, trade association member, supplier or downstream customer can simply go to [paperandpackaging.org/toolkit-request](http://paperandpackaging.org/toolkit-request). Industry members will receive an invitation email to activate their access. Once in, they can choose from polished sell sheets, infographics, posters, newsletters, case studies, articles and more. Assets can easily be printed or used in digital formats – whatever best complements sales and customer communications.

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**About:**

The Paper and Packaging Board promotes the use of paper products and paper-based packaging by highlighting the value they bring to our daily lives. More than 40 U.S. manufacturers and importers collectively fund the national marketing campaign, Paper & Packaging – How Life Unfolds®.

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

**For more information:** Joan Sahlgren, Paper and Packaging Board  
703-935-5386, [jsahlgren@paperandpackaging.org](mailto:jsahlgren@paperandpackaging.org)