



FOR IMMEDIATE RELEASE

Paper and Packaging Statistics Available in Downloadable Infographics
Virtual Toolkit Cues Up Latest Trends and Data

MCLEAN, Va. (June 23, 2020) – Paper and packaging products, so essential to daily life, are preferred by consumers and brands alike, according to research shown in a series of downloadable infographics offered by the Paper and Packaging Board (P+PB). Research data shows 64% of surveyed consumers agree that they think more highly of companies that package their products in paper-based packaging, and, 79% agree that even as technology becomes more advanced, paper continues to play an important role in daily life. This data, and many more statistics, are available as [shareable infographics](#) and found in the [virtual sales toolkit](#) P+PB has made available industry-wide.

Companies, large and small, trying to meet their business and sustainability goals can now find readily available data on consumer preference in this new resource for marketing materials and information. Opting in for the full online toolkit grants users full access to third-party endorsed facts and success stories available in customizable assets.

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. 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 can find ready-made information and graphics in the toolkit resource.

To access the toolkit for additional infographics and resources, paper or packaging manufacturers, trade association members, suppliers or downstream customers can simply go to 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

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