



FOR IMMEDIATE RELEASE

## National Paper and Paper-Based Packaging Promotion Program Renewed

*Paper and packaging companies vote to continue checkoff program*

**MCLEAN, Va.** (October 29, 2020) – The U.S. Department of Agriculture (USDA) has [published the results](#) of the continuance referendum vote for the Paper and Packaging Board (P+PB). In the referendum, 64% of manufacturers and importers voting, who represented 76% of the volume of paper and paper-based packaging voting in the referendum, were in favor of continuing the program.

“In its first six years the program established a united brand presence for the paper and packaging industry, drove engagement with our industry’s products, and even launched our lovable character ambassadors,” states Mary Anne Hansan, president of P+PB. “In the future, the campaign will help educate consumers about the industry’s strong story of sustainable practices. With our recently completed research confirming that consumers are carefully examining their daily choices through the lens of sustainability, there has never been a more important time to share our industry’s values and reinforce our products’ core sustainability benefits.”

According to P+PB chairman, Mike Doss, CEO of Graphic Packaging, “The positive response by the industry is heartening at this important time when our renewable sourcing story and nature-based products can offer environmental solutions for consumers and customers looking to make the most responsible choices they can.”

Manufacturers and importers currently engaged in the industry who manufactured/imported at least 100,000 short tons of paper and paper-based packaging during 2019 were eligible to vote. The [Paper and Paper-Based Packaging Promotion, Research and Information Order \(Order\)](#), which provided authority for the national Paper and Packaging Board is codified in Title 7 Part 1222 of the U.S. Code of Federal Regulations, and is available at the Electronic Code of Federal Regulations (e-CFR) and the USDA website.

To review the P+PB’s work to date visit [www.paperandpackaging.org](http://www.paperandpackaging.org).

To date, the program has generated a 12:1 ROI as reported by an independent, USDA-required econometric analysis; unified the industry voice in the marketplace; increased conversation about paper and packaging by 40%; and created a positive and statistically significant shift in consumer attitudes among those who have seen the campaign.

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### **About the Paper and Packaging Board**

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:**

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