



**PAPER +  
PACKAGING  
BOARD**

8200 Greensboro Drive  
Suite 1175  
McLean, VA 22102  
(703) 935-8590

***The Paper and Packaging Board unites the paper and paper-based packaging industry to communicate its sustainable stewardship, continuous product innovation and well-established recycling practices to increase consumer awareness and preference for paper and paper-based packaging.***

- The national marketing campaign represents a unified effort by the paper and packaging industry to show consumers how planet-friendly, innovative products made from paper material, and responsible forest stewardship practices, meet human needs and put the planet first.
- The Paper and Packaging Board (P+PB) is a checkoff program bringing together the paper and paper-based packaging industry to increase consumer awareness, preference and industry favorability while encouraging consumers to choose paper products.
- The integrated marketing campaign can be seen in video advertising, in magazines, online in digital ads and in social media. Public relations generates traditional earned media and social media platforms leverage the campaign's messages across [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Pinterest](#) and [Instagram](#) and the website, [www.howlifeunfolds.com](http://www.howlifeunfolds.com).
- The campaign collects about \$20M annually from manufacturers and importers from four industry sectors, including printing and writing papers, kraft packaging paper, containerboard and paperboard.
- Paper and packaging is a \$181 billion industry in the United States,<sup>1</sup> offering over 355,600 jobs<sup>2</sup> and creating over 5,000 products from recovered paper.<sup>3</sup> The U.S. forest products industry accounts for 4 percent of the U.S. manufacturing GDP.<sup>4</sup>
- The Paper and Packaging Board operates with a small staff based outside of Washington D.C. and is governed by a board of directors composed of nine industry representatives from each of four industry sectors, as well as four regions of the country.
- Information on the Paper and Packaging Board's result, governance and leadership can be found at [www.paperandpackaging.org](http://www.paperandpackaging.org).

### **About**

*The Paper and Packaging Board promotes the use of paper products and paper-based packaging by highlighting how their sustainable nature and the industry's practices help contribute to a healthier planet. Forty-six U.S. manufacturers and importers collectively fund the national marketing campaign. [www.howlifeunfolds.com](http://www.howlifeunfolds.com).*

---

<sup>1</sup> [AF&PA 2018 Fact Sheet](#)

<sup>2</sup> [Bureau of Labor Statistics](#)

<sup>3</sup> [U.S. EPA](#)

<sup>4</sup> [AF&PA 2019 Economic Impact Report](#)