



IN THIS ISSUE: Campaign Highlights | Sustainable Thoughts | Innovations | Industry News & Tools | Sales Channel Toolkit | Data Trends That Matter | Social Spotlight

CAMPAIGN HIGHLIGHTS

New Holiday Campaign Builds on Summer Launch

With an increased use of paper products like cards, wrapping paper and corrugated shipping boxes over the holidays, it's an opportune time to build on our sustainability campaign's current success with 48 million video views to-date. In market now are new videos, print ads and digital banners that transform our colorful animated campaign into a snowy wonderland. Our new holiday ads communicate that using paper products incentivizes forest landowners to plant more trees and that by recycling, paper products continue to live on and on. The holiday campaign assets drive consumers to articles to help educate them on how to bring sustainability into their holiday traditions as well as a new holiday infographic about how 80% of holiday waste can be reused, repurposed or recycled. The colorful infographic includes



gift boxes and greeting cards that open and close and a bird landing on the same type of trees used on PaperForNature.com and more.

VISIT [howlifeunfolds.com/holiday](https://www.howlifeunfolds.com/holiday)



Eco-Activist Leah Thomas Shares the Virtues of Paper in Us Weekly

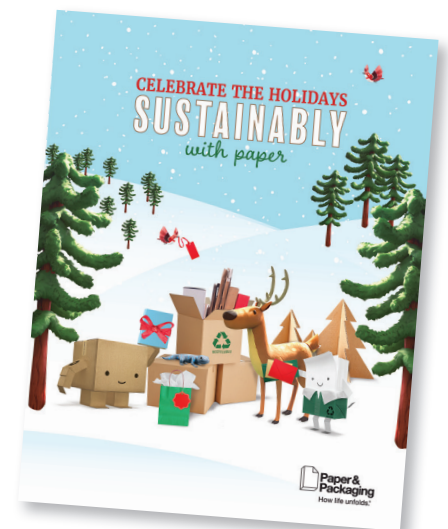
P+PB teamed up with influencer Leah Thomas, an environmental activist and eco-communicator, for a two-page spread in the front of the 11/29 issue of Us Weekly. In the holiday-themed advertorial, Thomas highlights the importance of reusing and recycling paper and packaging materials during the holiday season. She shares her eco-friendly holiday tips like using craft paper for DIY party decor, paper ornaments or gift wrap! With 79% of consumers agreeing that sitting down with a printed copy of a magazine is a rewarding experience, our advertorial adds to that positivity by giving consumers ways that they can feel good about their contribution to the health of our planet.

READ our article, *Choose Paper For The Holidays*, and download the advertorial to learn more eco-tips at howlifeunfolds.com/resource-stewardship

Celebrate the Holidays Sustainably with Paper

From e-commerce boxes to wrapping paper to greeting cards, paper is at the heart of the holiday season. Our new holiday guide combines tips about easy, practical ways to recycle and reuse paper products with facts about our industry and recycling to help consumers make their holidays align with their planet-friendly lifestyles. Tips range from turning your shipping boxes into recycling bins to place strategically throughout your home to using magazine pages as stylish gift wrap. News outlets will feature the guide and eco-friendly lifestyle influencers are sharing tips on their social channels.

READ our article *Celebrate The Holidays Sustainably With These Easy Tips* with a downloadable version of the holiday guide at howlifeunfolds.com/resource-stewardship



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



‘Tis the Season for All Things Paper and Packaging –Let’s Use it Year-Round to Tell Our Best Story

Like many of you, I am getting ready for Christmas, and an important part of my tradition is sending a family card. It has taken many shapes and forms over the years, from a card with pictures of my children in their Christmas finest, to more elaborate letters mimicking hot ad campaigns (like the milk mustache campaign) or creating a family version of an “In-Out” list.

READ MORE on my blog at PaperAndPackaging.org/blog

Sustainability Beyond the Box

Georgia-Pacific's Recyclable Padded Mailers

It's no secret that the ongoing growth of e-commerce has had consumers asking for more sustainable packaging options to reduce environmental impacts. This month we feature Georgia-Pacific (GP) for its innovations in curbside recyclable paper-padded mailers.

In 2019, GP answered the call from Amazon to become a prime supplier of these super strong, lightweight shipping envelopes, optimizing their performance on Amazon's high-speed packing, handling and distribution systems. GP has more than tripled production of the mailers despite starting up during the pandemic. Well over two hundred million of these envelopes have been distributed to GP customers to date!

For the packaging geek in all of us, the padded mailers use Henkel's award-winning Epix® technology, where dots of proprietary water soluble cushioning glue are applied between the mailer's kraft paper layers. When heated, the dots puff up to create air voids and fluffy, soft protection for fragile products inside. Of equal



interest is the fact that the mailer is recyclable and repulpable when blended, with more than 90% of the fiber recovered for reuse.

All told, Amazon has reduced outbound packaging weight by 33% since 2015. That's more than 810,000 tons of packaging material, while increasingly replacing plastic bags with recyclable paper. This packaging innovation reduces material, saves fuel shipping while offering the same recyclability as traditional shipping boxes taking up less space in trucks and recycling bins.

LEARN more at paperandpackaging.org/industry-resources

INDUSTRY NEWS & TOOLS

A Bundle of New Promotion Tools Are Ready to Spread Holiday Sustainability Messages

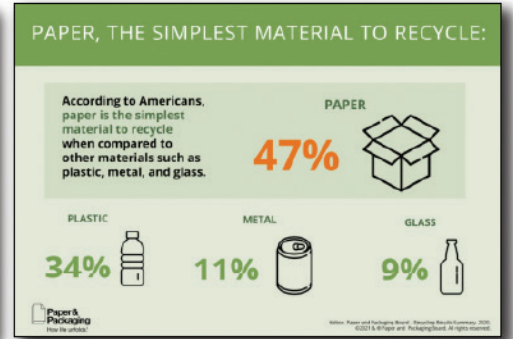
We created engaging digital banners, PowerPoint slides for internal monitors and newsletter copy to help you promote our paper's unique environmental advantages throughout your offices and facilities. The bundle shares the same holiday spirit as our campaign set in the snow-filled animated world.



EMAIL abole@paperandpackaging.org for the bundle

Check Out Our Latest Infographics!

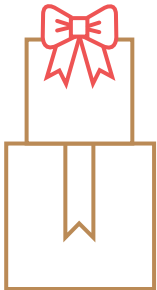
New to the Sales Channel Toolkit are two sustainability infographics that speak to the recyclability of paper-based products. Our industry's efforts to further recycling innovations are something to boast about especially considering those efforts led to an average of 92.4% of corrugated cardboard being recycled over the last three years. Learn more by downloading these free resources from our toolkit.



REQUEST ACCESS for downloads at PaperAndPackaging.org/toolkit-request

DATA TRENDS THAT MATTER

An Industry that Always Delivers



850 - 950 million packages anticipated for delivery this holiday season.



Over **812 billion letters, cards and packages** estimated for delivery between Thanksgiving and New Year's Day.

USPS.com, Sept. 17, 2021.

SOCIAL SPOTLIGHT AND SHARING

