



PAPER AND PACKAGING BOARD NEWSLETTER

Helping a Sustainable Planet Unfold

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CAMPAIGN HIGHLIGHTS

Our Paper Rap Song Rocks on TikTok

Have you watched our **More Paper, No Problem** rap video yet? We've taken paper's sustainability story to a Generation Z audience with Pixar-like animation and a custom-written rap song. With just over three weeks of airtime, the music video has more than 5 million views on TikTok alone! And we're not stopping there. We asked "Not Enough Nelsons", a TikTok family, to create a new dance to help spark even more interest in our rap video. Check out **@NotEnoughNelsons** later this month!



WATCH MORE videos on P+PB's [YouTube @HowLifeUnfolds](#)

CAMPAIGN HIGHLIGHTS

Celebrity Turned Cooking Guru Shows How to Party Sustainably with Paper

Just in time for big game day excitement, you can watch the It's Game Night episode of the Baking with Josh and Ange show on YouTube. You may remember these celebrities—Angela was on *The Office* where she was a member of the Party Planning Committee (PPC) and her husband Josh had roles on *Blackout* and *General Hospital*. We partnered with them to share how you can incorporate sustainably sourced paper and cardboard into your next party that will result in a whole lot of recycling—including those pizza boxes. Check out our accompanying article on game night planning. We think the PPC would approve!

LEARN MORE paper tips at howlifeunfolds.com/lifestyle-interests



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



The Contradiction at the Heart of Our Consumer Research, And How We Resolve It

Our story continues to evolve as well as the paradox: Consumers consider us to be a sustainable, environmentally-friendly choice, especially compared to prominent alternatives. Yet they still tend to believe negative messages indicating that America's forests are unhealthy when overall that is not the case.

READ MORE on my blog at PaperAndPackaging.org/blog

INDUSTRY NEWS

2021 Campaign Impact Report Available Now!



Just as our new sustainability campaign hit the market in 2021, product packaging was becoming increasingly central to consumers' purchases. Decisions were no longer just about what was inside the box - the box itself was increasingly part of the purchase consideration. The industry's strong tailwinds are reflected in our 2021 Campaign Impact Report. Our report shares new information from our annual Attitudes and Usage survey, specifically consumers' understanding and misperceptions about forest health and growing preference for paper over plastic. Download it today!

LOOK for more results in our full 2021 Campaign Impact Report in your mailboxes and on paperandpackaging.org at the end of this month.

INDUSTRY NEWS

The Sustainability Quiz – Braintreesers

Do you know more about the paper industry than your co-workers or industry peers? Test your knowledge in a new employee contest – Braintreesers! It features a seven-question quiz about our industry's forest stewardship, recycling leadership and product innovation. The contest and sweepstakes are for P+PB participating company's hardworking employees to connect them with the national campaign while having a little fun celebrating the industry! Participants will be entered into sweepstakes where 25 winners will receive a VISA gift card! Braintreesers will run from March 21– April 18.

KEEP AN EYE OUT for more information about Braintreesers!



DATA TRENDS THAT MATTER

Recycling cardboard is easy.



63% report that they would **recycle more** if cardboard packaging had recycling **instructions printed on it.**

Source: Wendy Woods Recycling Habits Study

INNOVATIONS

Health and Beauty Product Packaging Gets a Makeover

Consumers' desire for ingredients that are natural, plant-based and cruelty-free are also driving their preference for refillable, plastic-free and recyclable packaging. Health and beauty products are adapting to these desires. Learn more about how paperboard packaging has enabled global brands like Old Spice and Secret deodorant to reduce waste and how Carmex Lip Balm has decreased its plastics use and cut costs with paper multi-packs.

SEE MORE paper innovations at howlifeunfolds.com/packaging-innovation



SOCIAL SPOTLIGHT AND SHARING

Graphic Packaging International, LLC
78,409 followers
1w • 🌐

Our friends at **Paper and Packaging Board** don't just TALK about the sustainability of paper and paperboard products...
[#HowLifeUnfolds](#)

Paper and Packaging Board
36,097 followers
2w • 🌐

We're excited to launch our first ever rap song! Putting paper's sustainable story into lyrics, wrapping it in a catchy tune and delivering it for your listening pleasure. Discover more about our sustainable roots at <http://hlufus/Cg9750HwXJA>




Paper, it comes from nature

Pactiv Evergreen Inc.
28,877 followers
5d • 🌐

Congratulations to Pactiv Evergreen's **Richard Bennett** for being appointed by the USDA Secretary to serve on the board of the **Paper and Packaging Board of Directors**. The Paper & Packaging Board promotes the use of paper products and paper-based packaging by highlighting how their sustainable nature, the industry's practices and recycling help contribute to a healthier planet. Richard is Vice President of Paperboard Sales & Marketing for our Beverage Merchandising business unit. Richard has a wealth of knowledge and experience in the pulp and paper industry, and we look forward to the impact he will make on this important initiative!

Press release: <https://bit.ly/3ogs176>

[#Sustainable](#) [#PTVE](#) [#PTVE2030](#) [#PackagingABetterFuture](#)



Lindenmeyr Munroe
6,227 followers
1w • 🌐

More paper? No problem! Here's how using [#paper](#) helps the [#environment](#)!

<https://lnkd.in/epw64gx2>
Source: [Paper and Packaging Board](#)


[#sustainable](#) [#renewable](#) [#recyclable](#) [#packaging](#) [#howlifeunfolds](#)



More Paper, No Problem [30 sec]
youtube.com

Domtar
47,158 followers
2h • 🌐

Are you looking for creative ideas for [#ValentinesDay](#)? Check out the **Paper and Packaging Board's** partnership with Baking with Josh & Ange. They'll show you fun and practical ways to add [#paper](#) to any party. Read on for other fun ideas: https://lnkd.in/dT_zSUSp



Valentine's Day 2022: Make It Sweeter with Paper
newsroom.domtar.com • 1 min read

