



# PAPER AND PACKAGING BOARD NEWSLETTER

## Helping a Sustainable Planet Unfold

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### CAMPAIGN HIGHLIGHTS

## Brand Packaging Experts Judge Best Paper Packaging Solution

Contestants went head-to-head in a challenge to redesign an innovative, recyclable paper-based meal delivery kit and beauty subscription box for two major brands. *Pack It! The Packaging Recycling Design Challenge* features fully recyclable paper-based packaging solutions that can protect the most delicate of products from eggs to bath bombs all while looking beautiful. The judges also commented on the packaging's sustainable roots, simplicity and if the unboxing experience would delight consumers. Watch this two-part series to see how the contestants took recyclable paper-based packaging to another level.



- Watch the **Beauty Box Challenge**
- View the **Meal Kit Challenge**
- **Instagram** and **TikTok** highlights from host Cassie Stephens—an influencer, author and teacher

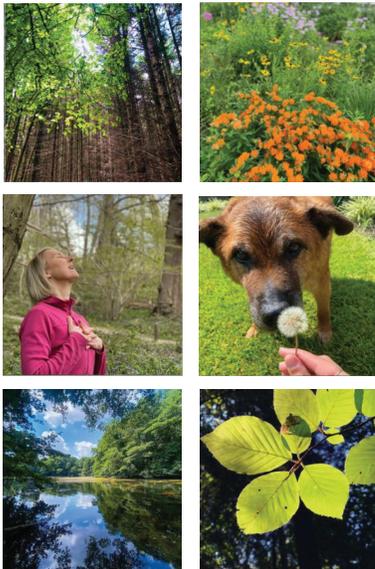
**WATCH** the series at our [YouTube channel @HowLifeUnfolds](#)

# Campaign Ambassador Casey Showcases the Health of U.S. Forests

Casey, the cute and loveable animated brand ambassador who loves paper products, is front and center in print ads in *Us Weekly*, *Rolling Stone* and *GQ Magazine*. Casey is shown peacefully relaxing on a summer day in a hammock with a book, boxed water and a paper-based cooler. The playful ad not only educates consumers about how the industry works with private landowners to grow and maintain forests, but also how choosing paper further supports growth. That's something to feel good about!

What also can't be missed is our 4-page spread advertorial in *Smithsonian* magazine's August 24th issue – which takes a modern look at the ancient practice of forest bathing. Check your newsstands to catch a glimpse of Casey!

**SEE** our print ad on stands now!



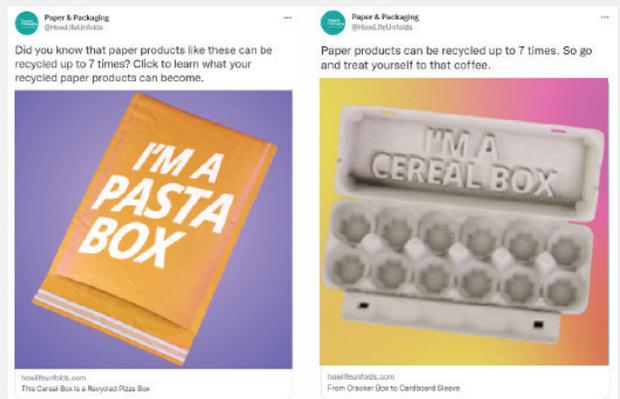
## Sharing Precious Memories of Nature on the Forest Bathing Photo Wall

Capture and share priceless memories of your favorite spot in nature and also see what places others love. How? In our new Forest Bathing photo wall. This extension of the forest bathing multichannel initiative builds community with our social media followers and is the place to show how they unwind and connect with nature. The experience can even be better when paper is incorporated through journaling, drawing and reading. For further sharing, one snapshot will be featured each week on our social media. It could be you! Participation is easy. Upload a photo of your personal interaction with the forests and paper directly to the gallery or tag us @howlifeunfolds with the hashtag #forestbathing on Instagram or Twitter.

**SHARE** your picture on **Instagram** and tag **@HowLifeUnfolds** and tag with the hashtag **#ForestBathing**

## Transforming Consumers' Ideas of How Paper Is Good For the Environment

Building on our strategy to open consumers' eyes on how their recycling is transformed into new products, animated social posts show what their recycling can become. The animations show how a cereal box can be turned into an egg carton or a pasta box can become a coffee sleeve. This playful series reinforces that paper recycling becomes a lot of different things because paper fibers can be recycled up to 7 times.

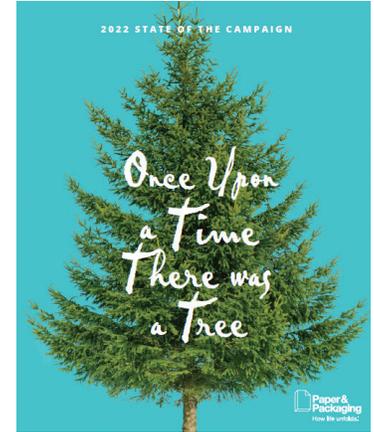


**FOLLOW** the campaign **@HowLifeUnfolds**

## 7th Annual Report Highlights Sustainability Focus

Thanks to those of you who attended P+PB's annual State of the Campaign webinars. If you did not get a chance to join, you can still learn about the strides we took to tell our industry's sustainability strengths. Our hot-off-the-press annual report explains how the campaign is telling our industry's recycling, product innovation and lesser-known forest stories.

**DOWNLOAD** the printed piece at [paperandpackaging.org](https://paperandpackaging.org)



## New Videos Create Customer Excitement For Box to Nature!



The residential recycling initiative – Box to Nature – is currently rolling out across the industry. New videos designed specifically to support sales training and help facilitate customer conversations are now available! Start unboxing the Box to Nature program by watching and sharing the videos with your customers for an in-depth look at the graphic, compelling reasons why you should join and market insights that cannot be ignored.

Be at the forefront of this industry-wide residential recycling initiative by becoming one of the participating companies. Get involved by reaching out to [box2nature@paperandpackaging.org](mailto:box2nature@paperandpackaging.org) for additional information.

**WATCH** the videos at [paperandpackaging.org/box-nature-program](https://paperandpackaging.org/box-nature-program)

## Sustainable Thoughts *From P+PB's President, Mary Anne Hansan*



## Sustainability and Putting Our Best Foot Forward

I was chatting recently with a paper company CEO and he asked me how the sustainability work of the campaign was being received. I told him I feel like a rockstar when I meet with industry groups and individual companies because of their genuine excitement when I share how we are creatively finding new, unexpected and contemporary ways to talk about our industry's commitment to private forest owners and replacing trees at a higher volume than they are sourced.

**READ MORE** on my blog at [PaperAndPackaging.org/blog](https://PaperAndPackaging.org/blog)

# INNOVATIONS

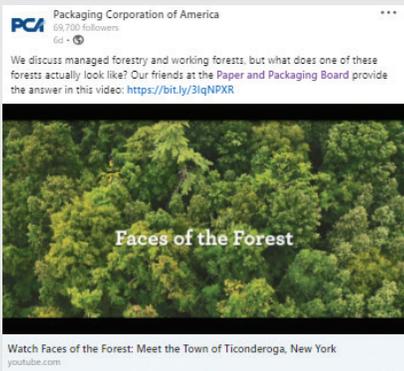
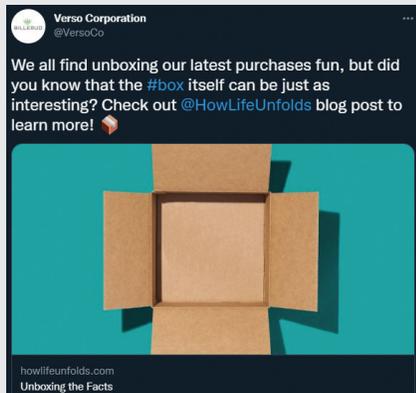
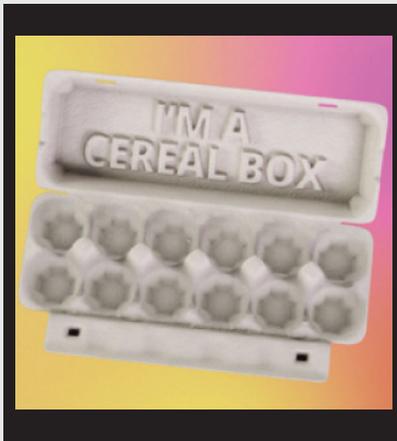
## Meal Kit Subscription Boxes Makeover Contributes to a Healthier Environment

When was the last time you ordered takeout from your favorite restaurant? Home food delivery has skyrocketed in popularity with 86% ordering takeout or pickup more than they did last year. This trend coupled with 63% of consumers placing importance on recyclable packaging may be the reason that our three featured brands are using recyclable food delivery boxes.



**SEE MORE** paper innovations at [howlifeunfolds.com/packaging-innovation](http://howlifeunfolds.com/packaging-innovation)

### SOCIAL SPOTLIGHT AND SHARING



### DATA TRENDS THAT MATTER

When do consumers think about the recyclability of product packaging?

**BEFORE**  
or **WHEN**  
making a purchase



When **DISPOSING** of packaging



Source: Isobar Attitudes and Usage Tracker, July 2022.

