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FOR IMMEDIATE RELEASE

Box Manufacturers' Residential Box Recycling Program Aims to Recapture More Fiber for Industry

McLean, VA (September 27, 2022) – Box manufacturers working with the Paper and Packaging Board's (P+PB) industry-wide residential recycling initiative will be front and center at PACK EXPO's "Pack to the Future" exhibit, Oct. 23-26, where event goers can learn more about this informative program and experience an engaging virtual reality (VR) journey in a futuristic, time-traveling corrugated car.

Developed by P+PB in collaboration with participating paper and corrugated manufacturing companies and industry partners, this residential recycling "Box to Nature" initiative pairs box manufacturers and e-commerce brands to print a reminder graphic on their boxes that encourages consumers to recycle.

The Box to Nature program differs from other packaging recycling initiatives because it specifically addresses paper packaging recycling behavior—the bulk of which is related to e-commerce shipping boxes.

The Box to Nature graphic provides specific instructions on how to easily recycle (empty, flatten, recycle) and a QR code that directs them to Box2Nature.org where they will find memorable, easy-to-remember messages to encourage recycling habits. When the message was tested before launching the program, 75% of consumers indicated they would be more likely to recycle their e-commerce box after exposure to the graphic.

The goal is to increase the residential box recycling rate and recapture more fiber to make new paper-based products. Participating brands also get a positive lift in perception among consumers due to the association with their choice to use sustainable, recyclable paper-based packaging.

"Putting the Box to Nature graphic on every box, not only helps the brands' customers understand how easy it is to recycle properly and thanks them for doing so, but it also shows them that the paper industry is taking positive steps towards sustainability," said Mary Anne Hansan, president of P+PB.

Hansan added, "E-commerce delivery growth has made increasing residential recycling an imperative. However, our research found that two out of three consumers confess to not always recycling. Getting that recycling information on boxes and educating consumers on how to do it correctly is a big step in the right direction."

PACK EXPO's Pack to the Future—Corrugated Car of the Future VR Experience

Take a ride in the time-traveling sports car and use VR headsets to learn about sustainable paper packaging and the Box to Nature program when you visit the Paper and Packaging Board at PACK EXPO, Oct. 23-26 at Chicago's McCormick Place.



Visit [Box to Nature](#) to learn more about how to participate in this industry-wide program to recapture consumer packaging and to watch the [video](#).

About the Paper and Packaging Board

The Paper and 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. Forty-six U.S. manufacturers and importers collectively fund the national marketing campaign, www.howlifeunfolds.com.



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