



Paper and Packaging Board Newsletter

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CAMPAIGN HIGHLIGHTS

Join the Movement – Go Papertarian!

Are you a papertarian? Combining humor, relatability and education, our new campaign kicks off in Earth Month and aims to create a consumer movement of proud papertarians who choose and feel good about using paper products because they are a smart choice for forests here in the U.S. and the environment.

DEFINITION

papertarian pāpər•terēən

A papertarian is someone who lives a paper-based lifestyle. From choosing paper products to practicing proper recycling, papertarians understand the positive impact that small, everyday choices have on our forests and the environment.

The ads shine a positive light on the industry, showcase its innovative products and tell our sustainable forest management story in a way that hasn't been done—getting consumers to think about what a product is packaged in before or at the point of purchase, and its recyclability.

LEARN MORE at howlifeunfolds.com/papertarian

Meet Retta: Our First Official Papertarian

Actress and comedian Retta is our celebrity brand ambassador in the ads, social posts and the How Life Unfolds® consumer website. She is known for her roles on NBC's Good Girls, Parks and Recreation and HGTV's Ugliest House in America. In the ads, Retta is seen at work, at home and even the grocery store pointing out the sustainable virtues of paper product packaging and to pay attention to them. She's also shown humorously correcting her intern and neighbors about the proper ways to recycle.

Numerous paper industry products and product packaging are featured in the ads including ice cream and gum containers, fresh fruit carriers, cereal and pasta boxes, milk cartons, boxed water and cardboard boxes being emptied and flattened for recycling.

The ads debuted on April 3 and are reaching consumers 18-49 where they consume media such as on morning and evening news shows like Good Morning America, traditional and cable TV, streaming services like Hulu, social media, podcasts and print publications.



**WATCH THE
ADS NOW AT
[youtube.com/
@HowLifeUnfolds](https://youtube.com/@HowLifeUnfolds)**

**PRINT AD ON NEWSSTANDS
APRIL 7
IN PEOPLE MAGAZINE**



**A PAPER TARIAN'S
SECOND-FAVORITE THING? AN AUDIENCE**

Retta may be a stand-up, but as a papertarian, any mic will do. Because part of being a paper-based lifestyle is encouraging others to join the movement. So why should you? Paper comes from a renewable resource. And when you choose paper and products that come in paper-based packaging, you're helping to support the growth of America's forests. And by recycling, you're making the most of our natural resource.

GO PAPER TARIAN!

Paper & Packaging
How Life Unfolds

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Creating a Movement to Choose Paper-Based Products

A bold new movement has begun. It's the papertarian movement kicked off by our new campaign that encourages people to live a paper-based lifestyle.

READ MORE on my blog at paperandpackaging.org/blog

INDUSTRY NEWS

P+PB Goes on the Road to Launch Papertarian



Over the last few weeks, P+PB has previewed the papertarian movement with companies supporting the paper checkoff. More in person visits are planned in the coming months!

PICTURED LEFT TO RIGHT

Christian Fisher, *President & CEO, Georgia-Pacific*

Mary Anne Hansan, *President, P+PB*

Scott Light, *EVP Packaging & Cellulose, Georgia-Pacific*

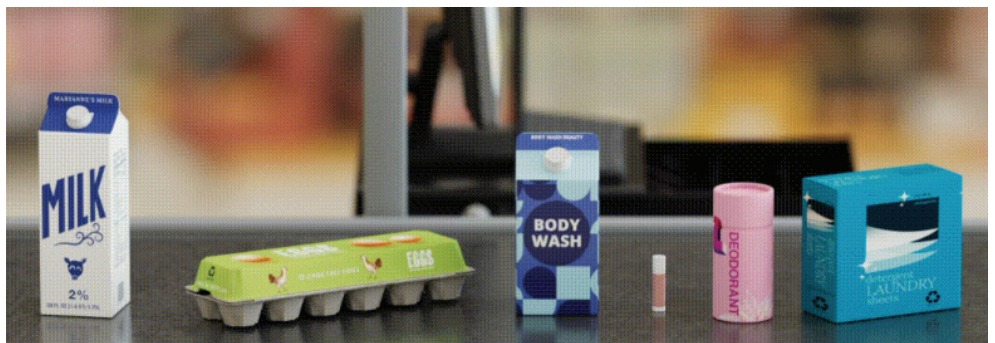
Sarah Meiburg, *Sr. Director, P+PB*

INNOVATION

Papertarian. The Innovation Choice

There are numerous paper and packaging choices you can choose to live a papertarian lifestyle. Check out some of these paper packaging options in the marketplace starting to displace other materials.

- Water cartons
- Boxed gum
- Paperboard fruit boxes
- Tuna multipacks wrapped in paper
- Ice cream in a paperboard container
- Deodorant in cardboard tube



READ the article at <https://www.howlifeunfolds.com/sustainability>

SOCIAL SPOTLIGHT AND SHARING

Scott Light • 2nd
Executive Vice President - Packaging & Cellulose at Georgia-Pacific LLC
1d • 🌐

Thanks to [Sarah Meiburg](#) and [Mary Anne Hansan](#) with the [Paper and Packaging Board](#) for visiting [Georgia-Pacific LLC](#) employees last week. [Christian Fischer](#) and I are proud to call ourselves [#papertarians](#)!

According to the Paper and [#Packaging](#) Board, "From choosing paper products to practicing proper [#recycling](#), papertarians understand the positive impact that small, everyday choices have on our forests and the [#environment](#)."

We look forward to seeing the new campaign "unfold."



Domtar
69,105 followers
1h • 🌐

Are you a [#papertarian](#)? We are! [#ChoosePaper](#)

Paper and Packaging Board
45,025 followers
2h • 🌐

Now before you get any crazy ideas, being a papertarian isn't about eating paper. It's about choosing it. In fact, that's how [Retta](#) got her nickname. Find out what it means to [#GoPapertarian](#), and how you can become one too.
<http://hluf.us/rPN150NyHTw>
[#Sustainability](#) [#ZeroWaste](#) [#ChoosePaper](#) [#Recycle](#)



RETTA: Empty, flatten, THEN recycle.

Join the Papertarian Movement

Warwick Publishing
@WarwickPubCo

Today, we learned that we're papertarians. How about you?

Paper & Packaging @HowLifeUnfolds · 3h
Papertarians choose paper. And they recycle it, too! Find out why people everywhere are going papertarian. [#GoPapertarian](#) hluf.us/1Iye50NyZZ



0:26 31 views

11:03 AM · Apr 3, 2023 · 15 Views

Wyng @wyngdotcom · Mar 6

New Microexperience Highlight! Check out The Paper and Packaging Board's Responsible Forestry Trivia Quiz, powered by Wyng. Part of their [@howlifeunfolds](#) campaign:



info.wyng.com
Microexperience Highlight: The Paper & Packaging Board Forestry Trivi...
The P+PB's Responsible Forestry Trivia Quiz is an inviting & innovative microexperience that encourages more engagement on site while ...

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