



# Paper and Packaging Board Newsletter

## Helping a Sustainable Planet Unfold

**IN THIS ISSUE:** Campaign Highlights | Sustainable Thoughts | Industry News | Innovation | Data Trends That Matter | Social Spotlight and Sharing

*P+PB's national sustainability-focused marketing campaign highlights how paper and packaging's sustainable nature, the industry's environmental practices and investment in recycling contributes to a healthier planet.*

### CAMPAIGN HIGHLIGHTS

## Papertarian Movement Gains Momentum

We've put the Papertarian movement on the map through video spots appearing as ads on YouTube and Twitch as well as during popular traditional cable programs including The Today Show, Good Morning America, CBS This Morning and Entertainment Tonight. We're spreading the industry's sustainability story to millions of viewers across the country and educating them on how choosing paper-based products is the smart choice for the planet! Watch our two additional spots starring comedian and actress Retta educating her neighbors on how to properly recycle and on how our industry helps to keep forests healthy:



**GO TO** [youtube.com/@HowLifeUnfolds](https://www.youtube.com/@HowLifeUnfolds) to watch the spots

# Papertarian Gets Social Media Boost

Retta recently encouraged her 730,000 Instagram followers to join the papertarian movement! She shared two papertarian-themed stories with her followers and the link in her profile bio leads to our papertarian landing page, where consumers can take an “Are you a papertarian?” quiz and print out a signable papertarian pledge.



The campaign has struck a positive chord with the industry. We love hearing from you whether on LinkedIn or by email. Reach out to [kshanahan@paperandpackaging.org](mailto:kshanahan@paperandpackaging.org) if you have any comments about our new campaign!

**VISIT** [howlifeunfolds.com/papertarian](http://howlifeunfolds.com/papertarian) to take the quiz and sign the pledge

# Custom Advertorials in Top Publications Showcase Key Sustainability Messages

Our new advertorials highlight our industry’s commitment to sustainable forestry, the tenets of a papertarian lifestyle and how paper-based alternatives offer convenient and eco-friendly packaging solutions. We leverage the power of print media to reach an engaged audience, sharing our message of sustainability with millions of readers. Prominent publications such as Smithsonian, Bloomberg Green, People and Esquire all recently featured our custom content. The digital version of the Esquire piece also features an interactive quiz where readers can test their forestry knowledge.

**READ** the Esquire digital advertorial [esquire.com/lifestyle](http://esquire.com/lifestyle)

ADVERTISEMENT

### Small Choices. Big Impact.

By using paper and paper-based packaging, you're making a bigger environmental impact than you might have thought. Here's why:

**WHEN IT COMES TO YOUR LIFE AND STYLE,** sustainable choices are everywhere you look, from clothing to children's toys. But in more sustainable lifestyle goes way beyond just your stuff. It's about the choices you make every day. And those decisions don't require going off the grid or moving into a tree house (although some days that doesn't seem like such a bad idea). They're very simple actions—yet they can have an incredibly positive impact on the environment.

One of the biggest and most effective of those daily actions? Choosing products that come in paper packaging whenever possible. From beverages, even dog treats to office paper packaging solutions. When you're through, put the packaging in the bin so it can go on to be recycled.

But wait, you might be thinking *aren't I supposed to be saving trees and avoiding paper?* That's the conventional belief, but it's not true. The reality is that, in the U.S., paper companies work with private forest landowners who carefully and responsibly manage those forests with an eye toward their long-term health and vitality.

By choosing paper and paper-based packaging, you not only support the growth of American forests but also the life-giving benefits they confer: clean water, fresh air, and healthier fish and wildlife habitats. Not to mention the physical and spiritual rejuvenation provided by that forest retreat you're dreaming of right about now.

**MAKE IT COUNT**

30% of the U.S. is forested, totaling 700 million acres. More than 50% of U.S. forests are privately owned and carefully managed—and they supply 90% of the resources to make products including paper and paper-based packaging.

The paper and packaging industry helps stem 2.5 million acres in the U.S. each year and has invested \$3 billion in recycling infrastructure.

Paper products come from a renewable resource—trees are replanted and paper products can be recycled up to 7 times.

To learn more about forests and the role of paper, visit [www.paperandpackaging.com](http://www.paperandpackaging.com)

**Paper & Packaging**  
How life unfolds.

# Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



## 2023 is a Referendum Year

This is a particularly important year for our national consumer campaign. Not only have we started to get people thinking about a product's packaging and environmental impact with the debut of our ground-breaking papertarian campaign starring comedian and actress Retta, but in October, our industry will once again come together to determine if the Board itself will continue in its mission.

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

## INDUSTRY NEWS

### Selling Sustainability – Help is Just a Click Away

As customers are more environmentally conscious than ever, it is increasingly important for paper and packaging companies to prioritize sustainability in their messaging and sales strategies. That's why we're excited to invite you to our webinar Selling Sustainability on June 6 at 3 pm EST.

The "live" webinar features presentations from Mary Anne Hansan, President of Paper and Packaging Board and Sarah Meiburg, Sr. Director of Industry Outreach, as well as two industry experts on Selling Sustainability and using the free industry resources in our Sales Toolkit: Wes Clayton, Director of Marketing & eCommerce at Lindenmeyr Munroe and Jeannine Scherzer, Marketing Director at Graphic Packaging International.

**SAVE THE DATE:** JUNE 6, 2023 / 3PM EST

**GO TO** [paperandpackaging.org](https://paperandpackaging.org) to register

### A Firsthand Look at Sustainable Forestry



The P+PB Staff visited a managed forest in Prince George's County, MD last month. Thank you to the Maryland Forest Service for the opportunity to see sustainable forestry in action!

## INNOVATION

# Beyond Boxes: Paper's New Looks, Functionality



For our innovations feature this month, we are showcasing an article by Packaging World.

Driven by regulatory pushes for more sustainable protection of packaged products and the environment, paper packages are gaining—or regaining—market share for a variety of oxygen- and moisture-sensitive products in packaging formats beyond those typically associated with paper. Molded fiber bottles for liquids and collapsible paper tubes for cosmetics are good examples.

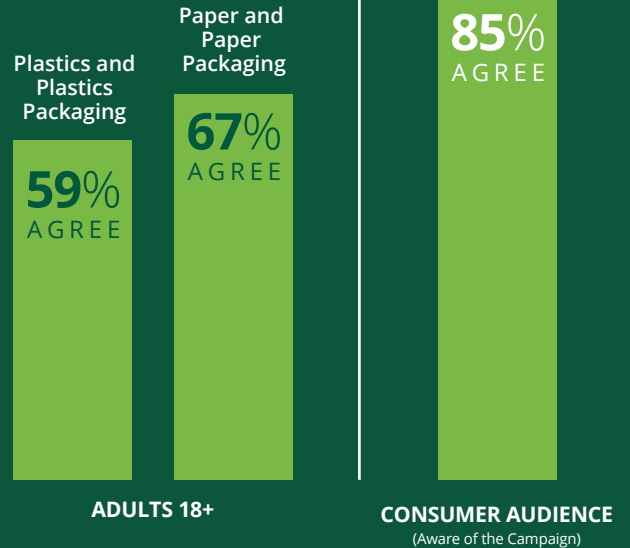
**READ** the article at [packworld.com/design](https://packworld.com/design)

## DATA TRENDS THAT MATTER

More consumers agree, the paper and packaging industry makes **innovative products.**

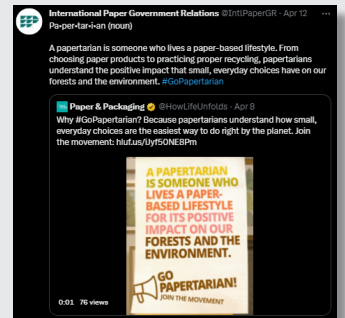
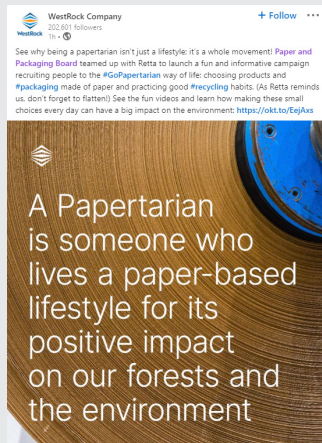
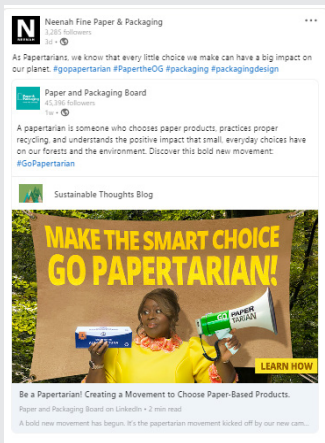


Paper and Paper Packaging



Source: Isobar, Paper and Packaging Board, December 2022

## SOCIAL SPOTLIGHT AND SHARING



[www.paperandpackaging.org](http://www.paperandpackaging.org)  
[www.howlifeunfolds.com](http://www.howlifeunfolds.com)

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