



Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold

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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

Pack It! Returns with Two All-New Design Challenges

Our popular reality competition series Pack It! The Packaging Recycling Design Challenge is back in July with two new episodes! We know that consumers often equate the sustainability of packaging with its recyclability. The Pack It contest demonstrates to consumers that the industry is meeting their sustainability expectations with innovative new packaging solutions. Last summer, 26 million people clicked to watch contestants go head-to-head to design innovative, recyclable product packaging. Tune in this July on howlifeunfolds.com to see competitors design protective paper-based shipping solutions for hard to ship items like tropical fruit and potted houseplants.



REWATCH the previous episodes at youtube.com/@HowLifeUnfolds

CAMPAIGN HIGHLIGHTS

Papertarian Campaign Strikes a Chord with Consumers

Since the four video spots starring actress and comedian Retta launched in April, the papertarian movement has educated consumers on how choosing paper and paper-based packaging is the smart and sustainable choice for the environment. Recent consumer research has echoed much of the positive feedback we have been receiving across social media. Viewers enjoy the humorous approach of the ads, take away the key goals and main message and see themselves as papertarians! Read some viewer quotes below to see how the ads are resonating with our target audience.

PAPERTARIAN CONSUMER RESPONSE

love this!
Empty, FLATTEN, then recycle! Sounds like something I say to my kids

best real commercial nomination
These ads are really well done. It helps break down the recycling concept in a simple yet fun manner. It broaches the subject that way as well - it humanizes the topic wonderfully.

Retta, you are a sustainable queen
terrific campaign
everyday choices
I'm a papertarian!
She's killing it as their spokesperson
I love these ads!

The more commercials like this, the better! I would love to see commercials that can bring humor and education together.
love the marketing creativity
It has taught me to take a closer look at the packaging of the items I typically get while grocery shopping.

State of the Campaign Webinar – Save the Dates

Below are the dates for our annual State of the Campaign Webinars. There will be four opportunities to tune in to learn more about this important campaign touchpoint. More information and registration link to follow.

State of the Campaign
Referendum 2023

Webinar Save the Dates:

August 8 9 16 17



A Successful Campaign Starts In-House

While it is not required that we work in a paper mill, it is essential that our staff and our agencies understand the work of the industry throughout the value chain and our companies' sustainability DNA. To do this, we take opportunities to see firsthand all aspects of the papermaking process, from a sustainably managed tree farm to a paper mill to a recycling facility.

READ MORE on my blog at paperandpackaging.org/blog

2023 CAPs Summit – Our Ambassadors Are Superstar Communicators (and TikTokers)!

The 6th annual Communication Ambassadors (CAPs) Summit wrapped up last month in Washington, D.C. — the first in-person gathering since 2019. CAPs are individuals in each of our participating companies whose role is to share the excitement of the campaign through their social media and internal communications channels. A highlight of the summit was a keynote presentation and workshop from George Stenitzer, a leading trainer on winning content including harder working, shorter headlines and visual story narratives. Sarah Meiburg presented an all new employee activation and contest built around the Papertarian campaign and how to order materials for the contest which launches July 17th. We even took time out to make an on-the-spot TikTok video as part of our presentation on creating engaging social media content!



WATCH the video on our [TikTok page @HowLifeUnfolds](#)

INNOVATION

State of the Industry: Folding Carton

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



Over the course of the last decade, brand owners have shifted their mindset around materials, says Ben Markens, president of the Paperboard Packaging Council, transitioning from a substrate-neutral approach to packaging to one that emphasizes sustainability. This has been a positive development for the paperboard packaging and folding carton segment, Markens continues, which touts the inherent recyclability of its products and renewability of fiber-based materials.

READ the article at packagingimpressions.com

DATA TRENDS THAT MATTER

65% AGREE

Printed catalogs inspire them with more ideas than browsing an e-commerce site.



Source: Isobar, Paper and Packaging Board, December 2022

SOCIAL SPOTLIGHT AND SHARING

Domtar
75,060 followers
1mo • Edited •

#EarthWeek Forest Facts:
▲ The paper and packaging industry contributes to planting 3.5 million trees in the U.S. every day.
▲ That's 2x the volume of wood harvested annually.

More: <https://lnkd.in/eJ5S4WR6>
(Content via [Paper and Packaging Board](#))

How many trees are planted in the U.S.?

   **3.5 MILLION**
trees are planted in
the U.S. every day.

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1. SPC® (Reforestation, Nurseries & Genetic Resources), 2019 2. US Forest Service, 2017

You and 44 others 1 comment • 5 reposts

Graphic Packaging International, LLC
97,838 followers
3w •

This #MothersDay we celebrate our original mother – Mother Nature. Learn how the paper and packaging industry cherishes her every day by taking care of her forests.

[Paper and Packaging Board](#)




Sustainable & Responsible Forestry
[howlifeunfolds.com](#) • 1 min read

SPC Spectrum Packaging Corporation
@SPC_Orlando

Join the papertarian movement! @HowLifeUnfolds and comedian @unfoRETTABLE teamed up to share how you can live like a papertarian—from choosing paper products to practicing proper recycling. Learn more: ow.ly/kRgv50Qyrr
#gopapertarian #spcfactfriday #factfriday

PA·PER·TAR·I·AN (NOUN)
A PAPERTARIAN IS SOMEONE WHO LIVES
A PAPER-BASED LIFESTYLE FOR ITS
POSITIVE IMPACT ON THE ENVIRONMENT
HOWLIFEUNFOLDS.COM

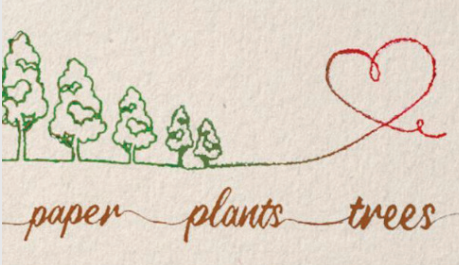


MY PAPERTARIAN PLEDGE
I, *Spectrum Packaging*
will practice proper recycling and choose paper products.

Resolute Forest Products
51,761 followers
1mo •

About twice as much wood is grown as harvested in the U.S. thanks to American papermakers. So make the conscious decision this #ArborDay to choose paper.

Learn more about our sustainable practices from [Paper and Packaging Board](#):
<http://hluf.us/QmUw50NpsQy>



paper plants trees

The Paper and Packaging Industry Loves Trees
[howlifeunfolds.com](#) • 1 min read

