



Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold

IN THIS ISSUE: Campaign Highlights | Sustainable Thoughts | Industry News | 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

Industry Votes to Continue Paper and Packaging Board Campaign

The paper and paper-based packaging industry voted in its referendum last month to continue the work of the national marketing campaign and to telling its powerful sustainability story at a scale no one company can do alone. Thank you to everyone who voted.



READ USDA's announcement at [usda.gov/media/press-releases](https://www.usda.gov/media/press-releases)

Video Goes Behind the Scenes with the Latest Recycling Technology

Our new Future of Recycling video takes viewers on an insider's tour of two new facilities showcasing some of the available technology the U.S. paper and packaging industry is investing nearly \$7 billion in through 2025. Bringing these two stories to life are the skilled individuals who keep these facilities running smoothly, highlighting their unique pride in doing a job that's making the world better today and for future generations. A big thank you to the staff of Graphic Packaging's Kalamazoo, Michigan plant and Georgia-Pacific's Juno facility in Toledo, Oregon.

WATCH at youtube.com/@howlifeunfolds



Magazine Advertorials Encourage Readers to Go Papertarian this Holiday Season and Beyond

A collage of magazine advertorials from HGTV Magazine. The main focus is a page titled 'Celebrate the HOLIDAYS the Papertarian Way!' with sub-sections like 'Paper-Smart Celebrations', 'Gifts without Guilt', and '52% OF CONSUMERS SAID THEY'D BE MORE WILLING TO MAKE REPEAT PURCHASES FROM A RETAILER WHO OFFERED MORE SUSTAINABLE PACKAGING OR SHIPPING OPTIONS.' Other sections include 'Baking Best Practices', 'Setting a Sustainable Table', 'Envelopes, Please', 'Paper-Based Presents!', and '88% OF AMERICANS WHO FREQUENTLY RECYCLE SAY THEY ARE DOING THIS MAINLY TO SAVE THE PLANET!'. A QR code is visible for 'JOIN THE MOVEMENT! BE A PAPERARIAN.' The bottom right corner shows a magazine cover for 'holiday style' with a '50 gifts under \$50' tag.

As seen in the November/December issue of HGTV Magazine

The holidays are a paper wonderland — cards, wrapping paper, gift lists and more. Our sponsored content in US Weekly and HGTV encourages readers to embrace the papertarian spirit this holiday season, and start building a habit of choosing paper products that make the holiday festive without all the waste.

READ the digital version of the HGTV advertorial on howlifeunfolds.com/sustainability

Papertarians in Action Year Round

Anyone can be a papertarian! To showcase this, we've partnered with three content creators on Instagram and TikTok to show how they live a papertarian lifestyle, make simple, everyday switches to paper products and even how they encourage their families to get involved. Click the links below to see their video posts and stay tuned for our roster of holiday papertarians!

Vicky Pham (@em_vickypham) – Vicky is taking steps to make her home papertarian-friendly with small changes like sending dinner party guests home with leftovers in paper containers.

Skylar Saba (@skysaba) – Wake up to breakfast with Skylar. What's the main ingredient? Paper!

Tiffanie Westgor (@tiffanie.anne) - This is a craft we're "all aboard" on. Before you recycle, get creative with upcycling your paper products, like milk cartons, for some family fun!



Why Buy Milk Cartons?

If paper is an option, that is our go-to choice! Paper is one of the planet's most sustainable resources. Generally, paper can be recycled as many as seven times!*

*Check your local recycling guidelines.

TAP HERE!

To learn more and take the Papertarian Pledge.



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Grabbing the Future with Both Hands

From the moment we decided as an industry to pivot the Paper and Packaging Board's campaign to sustainability, we have hammered the message that for us, it isn't just an accessory, or an add-on or a part of a corporate social responsibility program—it's in our DNA. It's built into our business model. It's a core part of why we do everything we do, and why consumers choose us over other materials.

That's a message about the past and the present—about what we're doing and what we've done to get here. But it's also a message about the future.

READ MORE on my blog at paperandpackaging.org/blog

Getting the Word Out – CAPs are the Key!

If you work for any of our 48 participating companies, hopefully you see information about the consumer campaign in your internal communications from newsletters to internal TV monitors. The majority of our companies have appointed Communications Ambassadors (CAPs) to spread internally our exciting new campaigns, employee activations and program impact. We are so grateful for all that they do to make our campaign come to life!

TO LEARN MORE about the program or become a CAP contact Kieran Shanahan at kshanahan@paperandpackaging.org



DATA TRENDS THAT MATTER

Did you know? Pizza boxes can be recycled!



U.S. consumers eat a lot of pizza – and use **3 billion pizza boxes** a year!

SOURCE: 2020 Domino's Pizza Box Recycling

600,000 tons
of corrugated material
that can be recycled

Which represents a **big opportunity** for fiber recapture.



Check your local guidelines before you put your boxes in the bin

Remember to **empty your pizza boxes** before recycling!

SOCIAL SPOTLIGHT AND SHARING

Domtar
79,849 followers
2w • 🌐

Deforestation. You've heard the term before, but do you really know what it means? Here's a fact to kick off your knowledge: The areas of the world that consume the most forestry products (like paper + cardboard) have the least deforestation. Read more facts from the Paper and Packaging Board: <https://ow.ly/cZOS0PXTSp>

#ForestProductsWeek

5 Interesting Deforestation Facts You Need to Know
howlifeunfolds.com • 3 min read

Graphic Packaging International, LLC
102,958 followers
1w • 🌐

The future of #recycling looks bright. Did you know paper-based products are some of the most recycled materials on the planet? Every product that comes from our state-of-the-art mill in Kalamazoo, Michigan is made with 100 percent recycled fiber. Check out this video from our friends at the Paper and Packaging Board to see why #paper is a recycling #success story.

And thanks...we couldn't do it without YOU!

<https://lnkd.in/eU9sAQ4h>

#CircularEconomy #Sustainability #DoYourPart

The Future of Recycling
youtube.com

Fibre Box Association
9,378 followers
3w • 🌐

Jamestown Container Companies announced its participation in the Box to Nature program. The initiative, led by Paper and Packaging Board, aims to revolutionize consumer behavior by promoting responsible recycling practices and enhancing environmental sustainability.

Learn more: <https://lnkd.in/gv3CwuUE>

Sappi
207,164 followers
1w • 🌐

Do you know the true meaning of deforestation? This week is #NationalForestProductsWeek, and as we work to implement #sustainable forestry practices, we know it's important to spread awareness about how to keep forests healthy.

Test your knowledge and check out Paper and Packaging Board's blog to learn five interesting facts about deforestation.

Paper and Packaging Board
47,907 followers
2w • 🌐

Deforestation. You've heard the term before, but do you really know what it means? Here's a fact to kick off your knowledge: The areas of the world that consume the most forestry products (like paper + corrugated boxes) have the least deforestation. Discover the truth of deforestation at <https://lnkd.in/g6ITG2-a>

#ForestProductsWeek

5 Interesting Deforestation Facts You Need to Know
howlifeunfolds.com • 3 min read

