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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 investments in recycling contribute to a healthier planet.***

## CAMPAIGN HIGHLIGHTS

### New Year, New Sustainable Habits

We're kicking off the new year with new content that encourages consumers to build sustainable habits all year round! Whether they prefer to plan by the week or by the month, we're helping consumers make 2024 their most productive year yet with our customizable, printable planner pages.

We're also reminding consumers in a new article that using paper supports forest growth and educating them on how using paper products and digital devices in tandem is a great way to improve productivity. Click the links below to check them out!

- [Printable Calendars](#)
- [Paper vs. Digital: Save a Tree and Print It Out](#)



## Papertarian Influencers Spread Sustainability Story

Our use of social media influencers the last several years have proven a great way to reach and engage with consumers with their unique and authentic content. These creator's personal connection with their audiences is instrumental in swaying preferences and making an impression amidst a sea of content. Get to know a few of our top performing influencers of 2023, who promote our Papertarian lifestyle by sharing the benefits of choosing paper products:

- **Wyatt Eiden** is known for hitting the streets to test people's knowledge — watch him challenge someone to show their recycling chops!
- **Kathryn Kellogg** is dedicated to showing how living sustainably can be easy and fun by doing things like hosting a sustainable pizza party.
- **Maria Watkins** inspires people to live a low waste lifestyle by showing how paper products can be upcycled and repurposed.

With our history of successful partnerships, we will continue to work with a diverse group of influencers this year to spread our industry's positive sustainability story among engaged followers. 2024 has more great content in store!



## Sustainable Thoughts

*From P+PB's President, Mary Anne Hansan*



### Paper-based Packaging Has a Great Sustainability Story

Over the last few years we've learned that a focus on sustainability translates into an increase in consumer preference. We know that when people feel like they are part of the environmental solution by choosing paper products, their likelihood of consuming and buying them increases. The paper and packaging industry has a great sustainability story to tell and that is exactly what we are doing through our consumer campaign. I focused on in this

month.

> [Read more on my blog](#)

## INDUSTRY NEWS

### Insightful Resources Support Customer Conversations

Looking to kickstart customer conversations? New assets featured in our Sales Toolkit highlight consumer's growing preference for brands that demonstrate commitments to sustainability. These infographics build a compelling case that encourages companies to make the switch to paper-based packaging.

- Sign up for our **Sales Toolkit** to download and share



**Consumers are concerned  
about the environment.**



## INNOVATIONS

### Paper-Based Carriers Help Coca-Cola Bottler Replace Plastic Multipack Rings

Liberty Coca-Cola Beverages, a local Coca-Cola bottler serving Philadelphia, New Jersey and New York City, and WestRock a supplier of sustainable paper and packaging solutions, will collaborate to implement a paperboard carrier that replaces plastic rings for its multipack bottled beverages. The move by the bottler is yet another example in an ongoing trend of large beverage brands and their packaging partners/bottlers making the switch from plastic-based to paper-based multipacks in a variety of applications

- Read the full article [here](#)



## DATA TRENDS THAT MATTER

8 out of 10 people in the U.S. believe recycling has a **positive impact** and is a **valuable public service**.

Source: The Recycling Partnership, 2023 Knowledge Report



## WHAT P+PB IS READING



with venting keeps fried chicken crispy

- PaperAge: Printed Receipts Still Matter. Here's Why.
- Packaging World: The Microplastics/Human Health Connection
- The Times UK: The Pen is Still Mightier Than the Keyboard

## SOCIAL SPOTLIGHT AND SHARING

**Domtar**  
77,896 followers  
1w • 🌐

Have you started to brainstorm what goals you might have in 2024? Don't forget to add ways to be more sustainable to your list! Learn how to stick to your goals with tips from the **Paper and Packaging Board**: <http://hluf.us/z5Xs50Qc3Kt>

**How to Make a New Year's Resolution Checklist**  
howlifeunfolds.com • 1 min read

**International Paper**  
358,815 followers  
5h • 🌐

Looking for ways to stay organized in 2024? Download **Paper and Packaging Board** free papertarian printable calendars so you can stay on track for your new goals: <http://hluf.us/vCZp50QI6Xj>

**Print Your Own Customizable Planner Pages for 2024**  
howlifeunfolds.com • 1 min read

**PaperWorks**  
5,341 followers  
3w • 🌐

With more boxes landing on your doorstep than usual this holiday season, it's more important than ever to know how to properly recycle. Check out **Paper and Packaging Board**'s recycling tips: <http://hluf.us/cM9m50Qc0Br>

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@howlifeunfolds

**Be an environmental hero and recycle your paper and paper-based packaging.**  
howlifeunfolds.com • 1 min read

**Sappi**  
207,537 followers  
1w • 🌐

Following the holiday season, homes are often filled with heartfelt cards received from loved ones, cardboard boxes from online shopping and wrapping materials that have kept our gifts a surprise. Did you know there are several recycling tips that can help contribute to a sustainable holiday season?

It's important to be mindful of recycling to ensure the continuous lifecycle of paper, some of which can be recycled up to seven times before being repurposed!

To contribute to a sustainable holiday season, **Paper and Packaging Board** recommends the following recycling tips: <https://bit.ly/3uHrORQ>.

**Make a New Holiday Tradition with These Recycling Tips**  
howlifeunfolds.com • 1 min read