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## Paper and Packaging Board Newsletter

### Helping a Sustainable Planet Unfold

**IN THIS ISSUE:** [Campaign Highlights](#) | [Innovations](#) | [Industry News](#) | [Sustainable Thoughts](#) | [Data Trends That Matter](#) | [What P+PB is Reading](#) | [Social Spotlight](#)

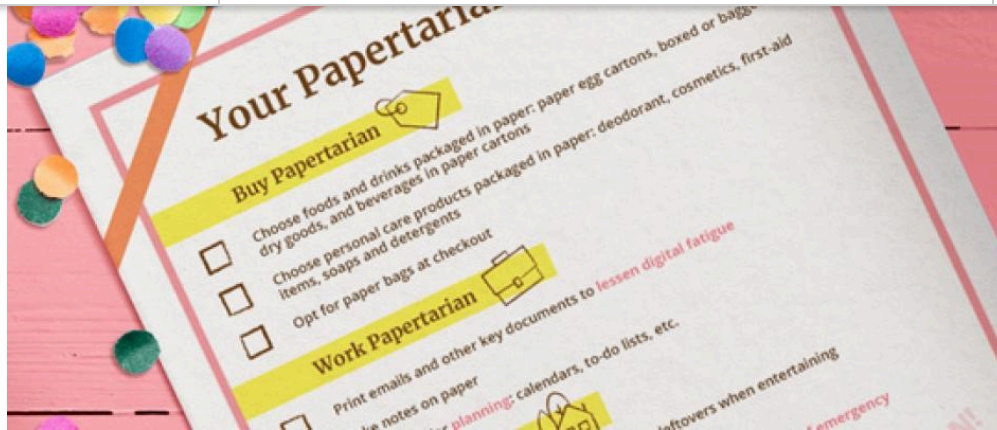
***P+PB's national sustainability-focused marketing campaign highlights how paper and packaging's sustainable nature, the industry's environmental practices and investments in recycling contribute to a healthier planet.***

## CAMPAIGN HIGHLIGHTS

### New Earth Day Materials Have all the Wow of a Solar Eclipse Without the Need for Glasses

While it lacks the celestial markings of the North American eclipse our papertarian checklist is packed with tips (and a bit of stardust) showing how to work paper into all facets of your daily routine – including shopping, working, home living and recycling. We amplified the message with a **press release**, media outreach and across our social channels to reach even more people and encourage them to become papertarians, because paper is made from a renewable, sustainably managed resource. The checklist and other printables found below are great resources to distribute at Earth Month events and share with employees.

- [Papertarian Checklist](#)
- [Paper Products Recycling Guide](#)



## Star-Studded Publications Promote the Papertarian Lifestyle

Spring has arrived, and so have our first two advertorials of the year in *People* and *Us Weekly*! With a combined circulation of nearly 4.5 million per issue, these publications are an important tool in our media wheelhouse.

Our “Three Things a Papertarian Knows” advertorial in *People* educates readers on why choosing paper and paper-based packaging is good for the planet, and that doing so has never been easier! A QR code takes consumers to our website where they can find tips on living a papertarian lifestyle and learn why it's the smart choice for the planet.

In *Us Weekly*, we partnered with lifestyle expert and crafting guru Veena Goel Crownholm to talk about why she's pledging to be a papertarian and why readers should too! Veena discusses how easy it is to adopt sustainable habits, like shopping for products in paper containers and egg cartons, writing a grocery list on paper and then recycling them.

Click the links below to read the digital version of the pieces.

- [\*People\*](#)
- [\*Us Weekly\*](#)



## THREE THINGS A PAPERTARIAN KNOWS

### 10 Years of P+PB: Storytelling that Reaches Across All Generations

Each month we go back in time to share a campaign ad in honor of our 10-year anniversary. This month, we are sharing a heartwarming piece about how paper can help you bond with someone from an entirely different generation. Our "Getting to 30" ad gives a glimpse into a grandfather and granddaughter's mission to visit all 30 baseball stadiums nationwide, and showcases how paper products like coffee cups, a donut box and tickets help them connect along the way.

A decade later, we're showing consumers how paper not only connects generations, but helps make the world better for generations to come as the industry invests billions nationwide to **protect and expand recycling** for the next 100 years.

Click the thumbnail below to watch.



## Sustainable Thoughts

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



### Help Write the Paper Industry's Next Recycling Chapter – It's an Opportunity You Don't Want to Miss!

It's Earth month and the latest installment in the paper industry's storied recycling history is here! We call it Box to Nature and it is a custom-designed recycling symbol just for the brown shipping box to remind consumers to recycle the boxes they get at home or work. It not only helps to get the fiber back to the industry, but also keeps it out of landfills.

> [Read more on my blog](#)

## INDUSTRY NEWS

### Don't Miss the CAPs Summit – Register Now!

What do marketing and communications representatives from America's largest paper companies, a high-energy piano bar and a master storyteller all have in common? Come to our CAPs summit and find out!

Registration is open for the annual event held in the Washington, DC area on May 20-21. Our Communications Ambassadors (CAPs) are an integral part of our program who amplify the campaign at their company and through social media. The Summit is a yearly celebration of the CAPs and their work as well as a touchpoint for campaign updates and ideas for campaign amplification.



## INNOVATIONS

For our innovations spotlight this month, we are featuring an article from *Packaging World*.

Aptar-Food Protection partners with Halopack to launch a versatile, paper-based tray system that uses 90% less plastic than conventional plastic-based trays, is easy to recycle and folds flat to save recycling bin space for consumers.

- Read the full article [here](#)



## DATA TRENDS THAT MATTER

**80%** AGREE

The paper and packaging industry is focused on nurturing trees and maintaining healthy forests in the U.S. through its commitment to sustainable forestry practices and replanting trees



## WHAT P+PB IS READING



### Signature Brown Boxes

- **Phys.org: Digital Literacy Expert Explains Differences Between Reading in Print and Online**
- **Green Biz: Walmart Replaces Plastic E-Commerce Envelopes with Recyclable Paper**
- **Business Insider: I Threw Out My Kindle. Nothing Compares to a Paper Book**
- **Green Biz: Inside Amazon's Push to Switch from Plastic to Paper Mailers**

## SOCIAL SPOTLIGHT AND SHARING

**Domtar**  
79,338 followers  
1w • 📌

During spring break, keeping the kids entertained can be a challenge. So [Paper and Packaging Board](#) has 7 simple ways to create budget-friendly fun using paper products! <http://hluf.us/TRPK50QIN3k>

**Budget-Friendly Ideas Make Sustainability Part of the Family Fun**  
howlifenfolds.com • 1 min read

**Liberty Diversified International**  
11,429 followers  
2w • 📌

#GlobalRecyclingDay is the perfect time to start passing down proper recycling practices to your kids! Read [Paper and Packaging Board](#) tips and tricks on how to help recycling stick. <http://hluf.us/4O9250QIN2A>

**Paper Recycling: What You Need to Know**  
howlifenfolds.com • 1 min read

**International Paper**  
367,903 followers  
2w • 📌

For Americans of a discerning palette, March Madness means not just basketball and brackets, but lots of pizza! If you're bringing 🍕 to the party, you can be a #Papertarian by recycling your pizza box. To learn more, visit [Paper and Packaging Board](#): <https://lnkd.in/eWhguYTH>

**sappi**  
218,352 followers  
1d • 📌

95% of Americans say they recycle, but fewer than half know the basics of recycling.

Check out these tips from [Paper and Packaging Board](#) that help consumers effectively recycle and make the world more sustainable, including getting recycling bins, prepping boxes, staying accountable and informed.

Learn more: <https://bit.ly/4cAoXMa>

**When you're in charge of this:**

**You can be a Papertarian!**

International Paper

