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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

What Day Is a Papertarian's Favorite Day? Earth Day!

Earth Day 2024 may be behind us, but every day is Earth Day when you're living the papertarian lifestyle! Our lineup of influencers shows how easy it can be to make sustainable, smart choices. They've all successfully incorporated the papertarian way into many facets of their lives such as creating a blooming garden or mastering stress-free moving. Putting pen to paper, we also created a hand-drawn timelapse video of forest growth to round out our Earth Day activities. The video brings the deeper story of our industry's sustainable forestry practices to life and showcases that caring for our forests is truly a symbiotic relationship.

Watch the videos now!

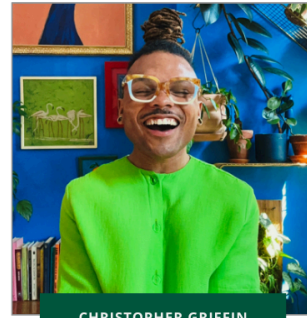
- [David Dekevich \(@pvplantguy\)](#)



ARIEL URIAS



DAVID DEKEVICH



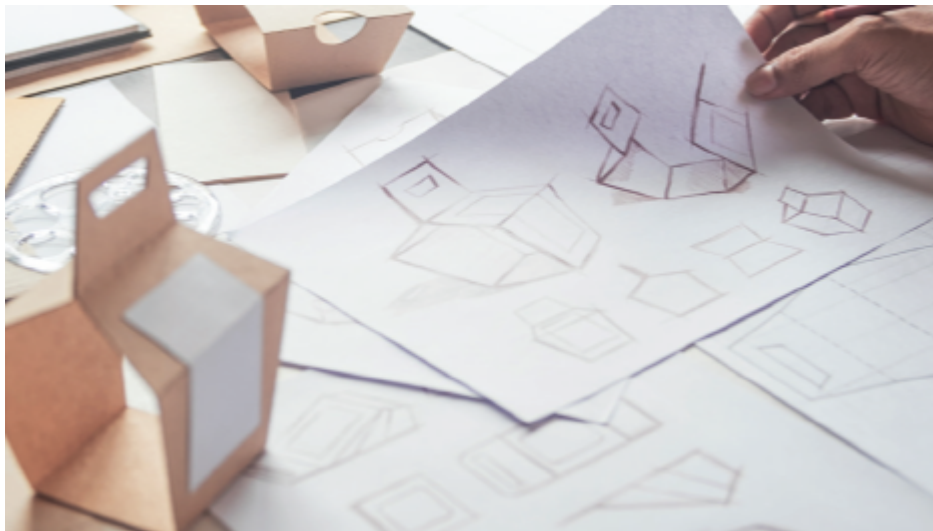
CHRISTOPHER GRIFFIN

Sales and Sustainability: A Hot Topic in our Entrepreneur Magazine Advertorial

Can business decisions also be good for the planet? You bet. Our new advertorial in *Entrepreneur* reveals how switching to paper-based packaging is a no-brainer to meet both sustainability goals and up brand loyalty from increasingly eco-conscious consumers — after all, almost 80% of shoppers surveyed are concerned about plastic packaging.

Educating this large audience of decision-makers and enterprising business owners (*Entrepreneur* packs a whopping circulation of 375,000 per issue!) is a smart way to get the word and numbers out about our industry's planet-friendly circular material and innovative packaging solutions.

- Read the piece [here](#).



From Our 10th Anniversary Archives: Faces of the Forest

families who watch over our woodlands and the companies and forest professionals who help nurture and replant trees, protect wildlife and water and harvest sustainably. Over the years, we've shared the stories of a municipally-owned forest, a forest owned by a paper mill, a working forest located inside a public park, an urban forest and more.

- Watch the series on **our website**.



Looking for Ready-Made Tools to Power Your Sales Pitch?

Let us do the work. Whether you're looking to level up your sales presentations or nail more engagement on LinkedIn, our Marketing + Sales Toolkit contains materials to jumpstart customer conversations. Plug into over 150 pieces of content, including credible third-party data that drives persuasive and business-bolstering conversations with customers. The Toolkit includes videos and infographics ready-made for social sharing, as well as slides and printable PDFs that support presentations and meetings by hammering home the data.

- Sign up for the Toolkit **here**.



Consumers don't worry about using paper-based products because paper is a renewable, plant-based resource

48%
AGREE

May '23

ADULTS 18+



44%
AGREE

Aug '15

62%
AGREE

May '23

CONSUMER AUDIENCE
(Aware "Expressive")

Source: Brookmark Research, P+PB Tracking Survey, August 2015 - May 2023. ©2024 & © Paper and Packaging Board.



Catch P+PB on TV!



Our papertarian ads featuring Retta are running on morning news programs nationwide, including in these metro areas:

Atlanta

WAGA

5/11 - 5:58 a.m.
5/12 - 5:30 a.m.
5/12 - 6:36 a.m.

WXIA

5/11 - 6:27 a.m.
5/11 - 8:34 a.m.

Boston

WFXT

5/11 - 8:28 a.m.

WHDH

5/11 - 9:26 a.m.
5/12 - 8:52 a.m.

DC

WRC

5/11 - 6:44 a.m.

WUSA

5/12 - 8:48 a.m.

Ads are also running on many popular cable networks, including:

ESPN

tbs



COMEDY CENTRAL



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



The Answer to Brands' Plastic Reduction Goals Is Staring Them In The Face

If you read the packaging trade press with any regularity you know that many of America's largest consumer companies have committed to major action on plastic reduction—and

But faced with serious short- and medium-term pressure to move away from the fossil-fuel-derived materials in their value chains, some of them are seemingly stumped about what materials can emerge to fill the void.

The obvious answer suggests itself: Why not paper?

> [Read more on my blog](#)

INDUSTRY NEWS

Make Our 2025 Board of Directors Even Stronger – Nominations Now Open

Experience. Point of view. Vision. P+PB is seeking three industry members who can bring deep industry knowledge and represent a range of product sectors. The board encourages the nomination of diverse candidates including women, minorities, ethnicities and cultures that bring fresh, valuable perspectives and ideas to our mission. Terms begin Jan. 1, 2025. Applications are due by May 24, 2024.

- Read more information about the process [here](#) and our FAQs [here](#).



INNOVATIONS

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

Dr. Bronner's is known for its liquid soap products. For years, the company had been bottling its liquid soaps in 100% post-consumer recycled (PCR) PET (rPET). But, back in 2019, it began noticing that more than half of its customer comments were related to plastic packaging use. Between low consumer recycling rates for plastic and an emerging consumer demand for non-plastic packaging options, Dr. Bronner's had to explore new solutions and now has made the switch to paper cartons.

- Read the full article [here](#)



DATA TRENDS THAT MATTER

Which topic areas are you most asked about by your customers?
Rate topics from 1(least likely) to 5 (most likely)*

5

4

3

2

1

Recyclability/
Recycled Content

Renewability/
Forest Management

Corporate Sustainability/
ESG Goals

Greenhouse Gas/
Scope 1-3 Goals

Biodegradability/
Composability

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WHAT P+PB IS READING



- **Recycling Today: Paper Cup Acceptance at U.S. Mills Reaches New Milestone**
- **Supply Chain Brain: 80% of Consumers Would Pay More for Sustainable Products**
- **The Conversation: The power of touch is vital for both reading and writing**
- **Packaging Gateway: Essentia Organic Mattress introduces kraft paper wrap for roll pack**
- **The New Report: The Plastic Industry's Latest Delay Tactic: "Plastic Offsets"**

SOCIAL SPOTLIGHT AND SHARING

