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.
Get ready for the ultimate showdown in packaging innovation! Over the past two years, our hit competition series *Pack It! The Packaging Recycling Design Challenge* has sparked creativity and suspense. This season, we’re breaking new ground with an exclusive series on Facebook, TikTok and Instagram Reels, packed into bite-sized one-minute episodes.

Returning for a rematch are two formidable contestants: Zachary and Emma. They’re tasked with the challenge of designing a box that not only ships a cat-nip plant but also doubles as a cat scratch pad. Last year, Emma claimed the victory, but this time, Zachary is back with a vengeance. Who will emerge triumphant this year with the best packaging designed for recyclability and durability during shipping? Click below to find out!

- Learn more about our contestants and catch up on previous *Pack It!* episodes [here](#).

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**Sustainability from the Forest Floor to the Final Product**

Our latest advertorial in *Forbes* magazine delves into the U.S. paper and packaging industry’s sustainable practices that reach from the forest floor to the final product. Protecting this complex ecosystem is a challenge some may assume is at odds with paper production. The piece explores how the U.S. paper and packaging industry has taken significant steps to minimize its impact on and support the growth of this vibrant biome, including efforts to manage the long-term health of forests, reduce waste in the manufacturing process and enhance the recycling of its products.

With a circulation of 5.3 million and an audience of consumers and business leaders alike, partnering with *Forbes* helps us tell our sustainability story to key decision makers as well as their customer base.

- Read the digital version on [our website](#).
New Video Showcases E-commerce Packaging Innovations

Think sustainable packaging is just about corrugated shipping boxes? Think again! The latest video in our Marketing + Sales Toolkit highlights new and innovative paper-based shipping solutions like padded paper mailers and recyclable paper fillers. With 8 trillion retail e-commerce sales projected globally by 2027, it’s more important than ever to share with customers all the ways that paper packaging has you covered for planet-first packaging solutions.

- Click the thumbnail below to watch, and sign up for our Marketing + Sales Toolkit to download and share!
As part of our campaign look back, this month we're revisiting our pivotal move to tell the industry's shared and unrivaled sustainability story. Our TV and print "Transformations" ad depicts the incredible journey of a simple box as it is recycled over and over, transforming into essential products from a pizza box to a deodorant tube. It also serves as a powerful reminder that choosing paper supports America's private forest landowners in their mission to grow and maintain healthy forests.

The print ad continues to inspire in major publications like Forbes and Entrepreneur, while the video version reaches a wide audience on YouTube and through digital advertising channels. Click the thumbnail below to watch:

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**Sustainable Thoughts**
*From P+PB’s President, Mary Anne Hansan*

**Paper Is the Answer on Sustainability. But Innovation Is the Key to Getting Consumers to Embrace It.**

What does it mean to say “I’m a papertarian?” It’s more than a novel tagline winningly delivered by Retta, right? It’s a call to action. In fact, we’re literally asking folks to take a pledge. But to get consumers to answer that call and take that pledge, becoming a papertarian has to be both desirable and practical.

Well, we know it’s desirable. If you care about the sustainability of your purchasing decisions. If you care about your recycling becoming new products vs ending up in a landfill. If you care about renewability and are worried about
the jury is no longer out. Paper is the answer.

> Read more on my blog

**INDUSTRY NEWS**

**What Kind of Papertarian Are You?**

Paper and packaging industry employees know that they're the original papertarians, but do they know what kind of papertarian they are? This year's employee activation, *The Papertarian Personality Quiz*, will help them figure that out!

The short quiz asks employees questions about their habits and interests to find out which part of their lives their love for paper shines through the most. In addition to taking the quiz, industry employees can enter to win one of 25 VISA gift cards worth up to $500.

Last year's activation, *Test Your Papertarian IQ*, was our most successful yet with 6,000 entries and over 21,000 visits to the contest page and we're hoping to break those records this year!

**SWEEPSTAKES JULY 15- AUGUST 9**

**WHAT ARE YOU MADE OF?**

**THE PAPERTARIAN PERSONALITY QUIZ**

Enter to win one of 25 VISA® gift cards $100 to $500.

**INNOVATIONS**

**Paper Cans Can!**

Do you know about the many advantages of paper cans? Leveraging four years of Sonoco's third-party verified research, a new site aims to enlighten MRFs, municipalities, brand owners and consumers about the product's recyclability and sustainability. Recycling access rates for paper cans have grown substantially over the last few years, along with consumer preference for sustainable paper-based packaging. New all-paper cans designed for recycling are now available in U.S. markets after having rolled out in Europe last year.
DATA TRENDS THAT MATTER

3 out of 4 people prefer corrugated boxes and other paper-based shipping materials.


WHAT P+PB IS READING

- The Hill: Plastics Producers are Following Big Tobacco’s Playbook, and We’re All Paying the Price
- NBC News: So long plastic air pillows: Amazon shifting to recycled paper filling for packages in North America
- Grist: How The Recycling Symbol Lost Its Meaning
Sustainable Brands: The 5 Biggest Packaging Trends Impacting Sustainability in 2024

ProPublica: Selling a Mirage: The Delusion of “Advanced” Plastic Recycling

SOCIAL SPOTLIGHT AND SHARING

Pass It On!
If you know someone who would be interested in the Paper and Packaging Board Newsletter, pass it on! Simply forward this email to them or send the link below.

paperandpackaging.org