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## Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold

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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

## Explore a Sustainably Managed Forest With Us!

While promoting our industry's forest stewardship story, we often get questions from consumers about how sustainably managed forests work. Our new video featuring friend of the forest **Kathryn Kellogg** gives viewers a behind-the-scenes look at the operations of a privately-owned forest. Her tour guide is a professional forester, Paul, who answers questions and discusses the important work that goes into making the most of a natural resource and keeps habitats thriving.

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We've partnered with HGTV on their holiday issue to introduce readers to the papertarian lifestyle and provide tips on incorporating paper into their lives during this festive season and beyond. The two-page spread reads like an editorial and includes a handy tear-off guide that can be kept by the blue bin for quick reference on what can be recycled. The issue is on newsstands now, so be on the lookout at retailers near you!

- Check out the full spread [here](#).



## Schooling College Students on Recycling

For the second year in a row, our partnership with Her Campus Media helped us educate students about recycling at approximately 100 colleges across the U.S. Our sponsored content and digital ads appeared on their food culture website, Spoon University. Our messaging was also prominently featured in their Supper Club newsletter where the focus was on recycling pizza boxes and paper coffee cups—two popular items among students.

- Check out the Spoon University article [here](#)





## Sustainable Thoughts

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



### The Revenge of Print Part II: Paper Is Premium

We've written in the past about the "revenge" of print, part of a broader trend that has been called "the revenge of analog." What's driving the phenomenon is the sense that digital has advanced so far and so fast into every corner of our experience that only now are we starting to really take a step back and think critically about where it actually makes sense versus where analog technologies, like paper, remain superior. In our corner of the world we know, for instance, that when it comes to comprehension and learning, paper—tactile, physical, millennia-old paper—is still king.

[> Read more on my blog](#)

## INDUSTRY NEWS

### Celebrating Circularity at PACK EXPO International

Earlier this week, our attention-grabbing booth in Sustainability Central at PACK EXPO highlighted paper-based packaging's sustainability story and familiarized attendees with our **Box to Nature** residential recycling mark.

behavior and why it's a win for your customers, consumers and the planet!



## INNOVATIONS

### Eco-Strides in Pulp and Paper: An Overview of Recent Sustainability Innovations

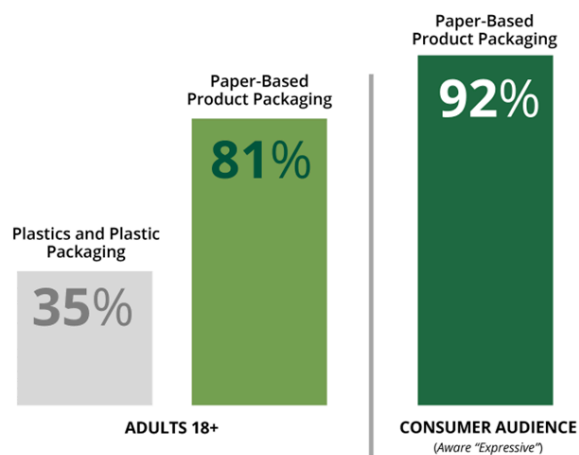
*For our Innovations spotlight this month, we are featuring an article from Resource Wise.*

Worldwide, a growing number of brands are embracing eco-friendly packaging solutions, showcasing a deepened dedication to sustainability. This shift not only highlights a commitment to environmental responsibility but also presents new opportunities for professionals in the pulp and paper industry. Here are the latest highlights, delving into the ways brands and consumer mindsets are propelling us towards a greener, more sustainable tomorrow.

- Read the article [here](#).



## DATA TRENDS THAT MATTER



Source: Brookmark Research, P+PB Tracking Survey, June 2024. ©2024 & ® Paper and Packaging Board.

## WHAT P+PB IS READING





## Already Publishes Digital Books. Now It Is Moving Into Print

- **Grist: Amazon's Inflatable Plastic Pillows are Officially a Thing of the Past**
- **Packaging World: A Pizza Hut Box's Trip from Table, to Recycling, to Table Again**
- **Global Trade: Paper Bags and Sustainability: Leading the Charge in Eco-Friendly Packaging**
- **The New York Times: Costco Has a Magazine and It's Thriving**

## SOCIAL SPOTLIGHT AND SHARING



**Two Sides North America**  
3,354 followers  
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Paper is rising in popularity... and finding a fresh generation of users!  
[#printisdisruptive](#) [#papermatters](#)

[Paper and Packaging Board](#)  
[The Atlantic](#)



**Paper and Packaging Board**  
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The Atlantic is expanding its print magazine as it surpasses 1 million subscribers  
<http://hluf.us/fZBr50TM6Mg> via CNN



The Atlantic is expanding its print magazine as it surpasses 1 million subscribers | CNN Business  
[hluf.us](http://hluf.us)



**Lindenmeyr Munroe**  
8,957 followers  
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Thank you to the [Paper and Packaging Board](#) for their incredible work over the last 10 years, reinforcing why paper is an everyday, earth-friendly choice that allows consumers to feel good about their purchase decisions.

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

[#paper](#) [#packaging](#) [#sustainability](#) [#howlifeunfolds](#)



**5 Key Takeaways from 10 Years of Paper, Packaging and Progress**  
[paperandpackaging.org](http://paperandpackaging.org)



**WestRock Company**  
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[#Pizza](#) sales get a real BOOst on Halloween, so make sure that your boxes end up in the [#recycling](#) bin! Don't worry, cheese and grease won't spook your recycling authority – learn why, and discover other pizza box recycling facts in this roundup from [Paper and Packaging Board](#): <https://okt.to/F6K3z5>



**Domtar**  
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Make every day [#SustainabilityDay](#) by following these tips from the [Paper and Packaging Board](#).



**Paper and Packaging Board**  
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Sustainability is a word we hear a lot lately, but what does it mean for you? We think sustainability is all about the choices you make to better our planet like choosing paper-based options over products sourced from non-renewable materials. Celebrate [#SustainabilityDay](#) the papertarian way by following these three easy suggestions:

- ✦ Make eco-conscious purchasing decisions
- ✦ Practice proper recycling habits
- ✦ Learn about sustainable forestry

[#GoPapertarian](#) [#sustainability](#) [#ecofriendly](#) [#recycle](#)

