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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 the paper and packaging industry's environmental practices and investments in recycling contribute to a healthier planet.

CAMPAIGN HIGHLIGHTS

Recipe for a Sustainable Holiday Season

What's the main ingredient for a sustainable holiday that delivers tidings of joy? You guessed it. Paper! Our festive guide highlights creative, planet-friendly practices with paper that make for a greener celebration. Whether it's giving presents in paper gift bags or sending your guests home with leftovers in recyclable paper to-go boxes, these simple hacks will help keep the season bright and sustainable!

- **Read the article** and get inspired



Influencers Celebrate the Papertarian Way

With many consumers turning to Instagram and TikTok for holiday inspiration, we're tapping popular influencers to showcase how to celebrate the papertarian way. Watch Erin Silberman and Maria Watkins as they share creative tips for gifting and party planning and discuss how the simple choice to use paper can have a positive impact on your holidays and U.S. forests!

- **Erin Silberman**
- **Maria Watkins**



Choose Paper, Spread Joy!

Reaching 2.5 million readers, *People* magazine is showcasing how paper lets you celebrate the holidays without sacrificing sustainability in a custom, full page article featured alongside our holiday ad. The piece encourages readers to embrace their inner papertarian by doing simple things like using recyclable gift wrap and writing heartfelt handwritten notes.

- Read the article [here](#).



10 Years of P+PB: The Gift That Keeps On Living

Cards, gift wrap and corrugated shipping boxes waiting on the doorstep: When we think about what makes the holiday season magical, paper items are among our favorite things. Our animated ad celebrates how paper makes the holiday spirit come to life all while helping trees and wildlife thrive through sustainable forest management.



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



A Front Seat to the Power of Family-Owned Forests and Their Legacy

I had the opportunity to spend an afternoon with the Keeping Forests coalition and preview filmmaker Jennifer MacArthur's newest work, "Family Tree," a film inspired by our changing climate and two African American families, the Williams and the Jeffries, who double down on their commitment to manage 40 acres of inherited forests in North Carolina. Their goal: do what is best for the environment and introduce the younger generations to the land that is part of their families' legacies.

> [Read more on my blog](#)

INDUSTRY NEWS

Celebrating Forester Families at Southern Forests Symposium

P+PB was a proud sponsor of Keeping Forests' Southern Forest Symposium last month in Atlanta, where the focus was on two families on the front lines of forest stewardship. The highlight of the event was a screening of "Family Tree", a documentary chronicling the relationships between Southern landowners, their forests and the economic and environmental challenges they face.

- Watch the recap [here](#).



INNOVATIONS

Smurfit Westrock Exploring Alternatives to Plastic Mulch

For our Innovations spotlight this month, we are featuring an article from Sustainability Magazine.

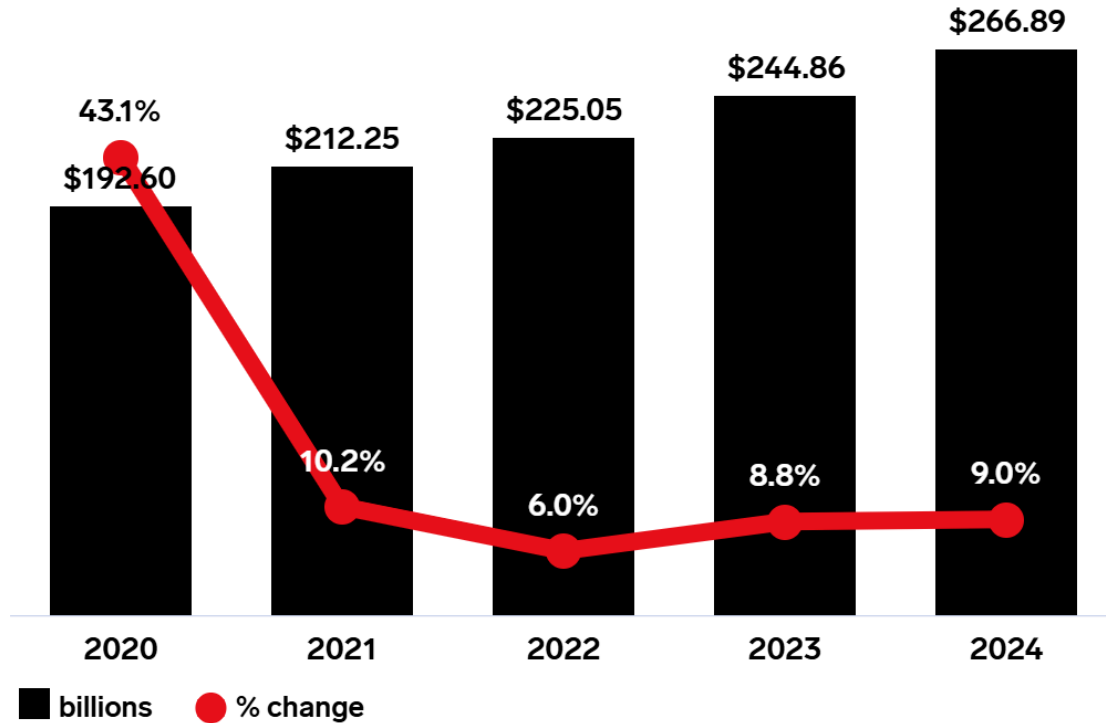
Plastic mulch is used in modern farming, lining the soil of crop fields around the world. Smurfit Westrock's research and development team is working on a paper-based and sustainable alternative to plastic mulch. It is a plastic sheet, laid across the soil in crop fields, designed to suppress weeds and regulate water levels and earth temperature.

- Read the full article [here](#).



DATA TRENDS THAT MATTER

US, 2020-2024



Note: sales are for Nov and Dec of each year; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales; includes products or services ordered using the internet, regardless of the method of payment or fulfillment

Source: EMARKETER Forecast, July 2024

EM EMARKETER

WHAT P+PB IS READING

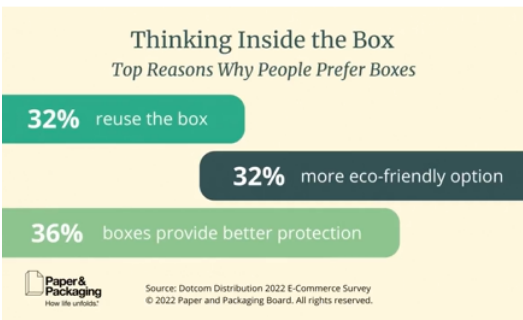


- **TODAY: Why Bookstores are Booming Even in the Age of Online Shopping**
- **Wall Street Journal: Are We Ready to Admit That Plastic Can't Be Recycled?**
- **Two Sides: The Complementary Strengths of Virgin and Recycled Fibers**
- **Waste Dive: EPA Grant Recipients Share What it Takes to Make Rural Recycling Work**
- **Printing Impressions: Why Some Retailers are Returning to Physical Catalogs**

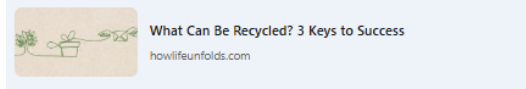
SOCIAL SPOTLIGHT AND SHARING

Paper and Packaging Board

#SeamanPaper #PaperandPackaging #InnovativePackaging #PaperPackaging
#SustainablePackaging #PlasticFreePackaging #SayNoToPlasticPackaging



investing in recycling infrastructure. Since paper products are among the most recycled materials in the U.S., you can feel good knowing that paperboard packaging will be transformed into something new. Make recycling as simple as possible by reading [Paper and Packaging Board's 3 Keys to Recycling Success](#) here: <https://bit.ly/44ublbk>



Domtar
83,413 followers
4d • 📧

'Tis the season to celebrate - sustainably! Go [#Papertarian](#) and follow these tips from our friends at the [Paper and Packaging Board](#).

Paper and Packaging Board
56,488 followers
5d • 📧

With three major shopping days upon us, we know the behind-the-scenes star is our industry! Thanks for making the packaging that delivers all our goods and gadgets safely! For everyone else, do your part and recycle so we can get that fiber back!
[#BlackFriday](#) [#SmallBusinessSaturday](#) [#CyberMonday](#)

A PAPERTARIAN'S GUIDE TO:
Black Friday

EMA (Envelope Manufacturers Association)
1,137 followers
3w • Edited • 📧

Here at EMA we celebrate the papertarian lifestyle year-round but we REALLY like to get those holiday cards this time of year! Happy Holiday Card (and envelope!) season and don't forget to keep the sustainability party going when it comes time to recycle them in the new year!

Cheers to our friends at the [Paper and Packaging Board](#) for this helpful spread in the HGTV holiday issue with a handy guide that can be kept by the blue bin for quick reference on what can be recycled.



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

Subscribe