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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

### A Winning Play for Paper!

Football's biggest day and National Pizza Day are both this Sunday, February 9! We're seizing the moment to remind consumers to recycle their pizza boxes and make sustainable choices for their game-day get togethers.

#### **A Win for Your Taste Buds and the Planet**

Everyone loves pizza, but not everyone knows that recycling pizza boxes is a simple way to show love for the planet. **We're reminding consumers** that through advancements in recycling technology, more municipalities have access to pizza box recycling than ever before and encouraging them to check their local guidelines.

#### **Score Big with Sustainable Choices**

The competition might be tough this season, but making sustainable choices doesn't have to be! **Our article** reminds readers that a simple way to do good by the planet is to choose items packaged in paper for their watch party—and be



## Handmade with Love – and Paper!

Valentine's Day is coming up, and we're sharing tips on celebrating your love in ways that celebrate the planet! Valentine's Day is all about giving gifts from the heart, and nothing is more heartfelt than a handmade, creative paper craft. From DIY pop-up cards to adorable treat pouches, our article shares five fun, tips and templates to make Valentine's Day extra special—and sustainable!

- [Read the article here](#)



## Paper Makes Meal Prep a Breeze

As the excitement of New Year's resolutions begins to fade after the first month of the year, many find it challenging to stick to their healthy habits. This month, we're highlighting for our social media followers our printable meal planners, designed to help them make meal prep effortless, save time and stick to their goals. And of course, reminding them to always recycle any paper or cardboard food packaging when they're done!

- [Check out the planners here](#)



## Sustainable Thoughts

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



### QR Code Menus Are Technology for a Different Time

During Covid and through today, QR code menus have been the go-to fix for restaurants looking to speed up service without hiring more servers and for public health-related sanitary reasons during the pandemic. Then, much to my delight, I read that diners are revolting and want the return of the paper menu.

> [Read more on my blog](#)

## INDUSTRY NEWS

### 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](#).





**85% AGREE**  
Paper and packaging  
companies operate with  
high levels of standards  
regarding sustainability  
practices



Source: Brookmark Research, P+PB Tracking Survey, May 2023. Consumer Audience - Aware Expressives.

## INNOVATIONS

### American Packaging Corporation Reveals Recyclable Paper Packaging Technology

*For our Innovations spotlight this month, we are featuring an article from Yahoo Finance.*

APC's paper packaging is particularly suitable for stand-up and flat pouches, catering to products such as seasonings, spices, coffee and snacks. This new offering presents an end-of-life solution for traditionally nonrecyclable packaging structures such as polyethylene (PE) and PE laminates and is compatible with both heat-seal and cold-seal packaging formats.

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





Send a link of your product's online coverage, video or social post to [newsletter@paperandpackaging.org](mailto:newsletter@paperandpackaging.org) and we'll share it in our newsletter or on our social channels!

## DATA TRENDS THAT MATTER



## WHAT P+PB IS READING



- **Packaging World: Duracell's All-Paper Blister Paves Way for New Walmart Battery Display**
- **Packaging Dive: Companies Lean Into Paper Packaging Innovations Amid Scrutiny of Plastic**
- **Rolling Stone: Can Junk Journaling Be an Answer To Digital Fatigue?**
- **The Wall Street Journal: Restaurant Menus Go Analog Again After QR Code Backlash**
- **Packaging Dive: E-commerce Packaging Shows Why It's Hip to Be Square**

## SOCIAL SPOTLIGHT AND SHARING

pages. Paper and Packaging Board has FREE downloadable paper planners to help you start your year off right! <https://bit.ly/4gq4UKl>




https://bit.ly/4gq4UKl

The "revenge of analog" from Paper and Packaging Board continues—with the return of the tangible and the tactile proving that the digitalization of everything is neither inevitable nor desirable for many.

Link: <https://lnkd.in/gje-dUp4>

#paper #packaging #howlifeunfolds



**Why I am Optimistic About Paper and Packaging in 2025**  
paperandpackaging.org



**West World Paper Inc.**

760 followers  
1mo •

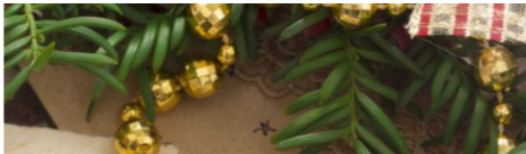
Stick to Your New Year's Resolutions with Pen & Paper

Up until now, when we have made New Year's resolutions we realize that every December we failed. If we are being realistic, most of our resolutions don't make it past the first few months of the year. According to a Forbes Health survey, of those who made resolutions, the average resolution lasts just 3.74 months.

It takes more than just good intentions to keep our resolutions. But don't worry, it is not as complicated as you think. It turns out that the simple act of putting pen to paper and writing down those resolutions increases the odds that we will keep them. And using paper (which is easily recyclable) is a great way to start out your greener 2025.

Article and picture by Paper and Packaging Board  
<https://lnkd.in/gVBFYTRK>

#HappyNewYear #resolutions #howlifeunfolds #paper #recyclable #westworldpaper



**American Forest & Paper Association**

16,180 followers  
4h •

February is the month of love! So, it's the perfect time to admit that productivity's true love is paper! When you use paper, it is scientifically proven to help you remember more and concentrate better over digital mediums. Learn more about why you should choose paper to increase productivity via Paper and Packaging Board <http://hluf.us/Wr7C50UQshl>



## 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.

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