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April 2025 | Volume 12 | Issue 4



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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

Happy Earth Month! 🌍

It's a papertarian's favorite time of the year! Check out how we're celebrating:



Encouraging Sustainable Choices

We're kicking off Earth Month strong with a custom piece on the inside cover of *Us Weekly* magazine, featuring popular sustainability, gardening and upcycling influencer [@sustainablyamber](#)'s tips for living a papertarian lifestyle! Readers will learn how helping forests thrive is as simple as hitting "add to cart" when they opt for products packaged in paper. The article also features simple steps consumers can take to reuse and upcycle paper and cardboard at home and in the garden. [Read the digital version here.](#)

Celebrating All Month Long

We're amplifying planet-focused content across our social channels, like our article on the [history of Earth Day](#) which includes expert knowledge on how to recycle paper-based products and printable templates to complement the festivities. We'll also be reminding our followers how the [paper industry's stewardship](#) helps forests provide benefits like fresh air, clean water and mental well-being.



Influencers Share How They Spend Their #PapertarianHour

Did you know writing on paper leads to better information retention than writing on a tablet or smartphone? Influencer [@chloe.the.scientist](#) reminisces and shares how reading physical texts and handwriting notes helped her get through grad school. By taking a #PapertarianHour, unplugging for one hour a day or week by embracing a paper-based activity, she was able to be more focused and retain more from studying.

As an artist, [Lily Ting](#) knows the power of putting pen to paper. Watch her take an hour for a digital detox by writing out and sketching a favorite recipe to share with her family and friends and of course, encouraging others to take a #PapertarianHour.

Did you know drawing by hand activates more parts of the brain than typing?!

By writing down the recipe, I'll have retained more of it next time I bake
[#PapertarianHour](#)



*How do you like to spend your screen-free time with paper?
Be a part the growing movement by sharing it on social with
#PapertarianHour and tagging us @HowLifeUnfolds! Here are
examples to help you get inspired:*



Paper and Packaging Board

58,121 followers

now •

We love seeing our member companies participate in our growing
#PapertarianHour movement!



PaperWorks

6,150 followers

14m • Edited •

At PaperWorks, we know the power of paper. That's why we support the
#PapertarianHour movement—showing the world how paper fosters creativity,
focus and human connection. Learn more at <http://hluf.us/q04v50VbRjY> ...more



Papertarian Hour: A Sustainable, Creative Escape from Digital Overload

howlifeunfolds.com



Mary Anne Hansan • 1st
President at Paper and Packaging Board
1d • 🌐

...

It's a beautiful Sunday and I am more than ready for my [#PapertarianHour](#) digging into my magazines, catalogs and yes, even the Sunday paper, for ideas and inspiration. @howlifeunfolds



Amazon Cites P+PB Data in Entrepreneur Story

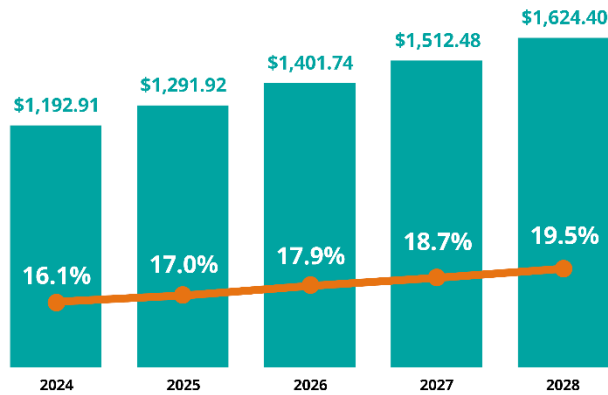
P+PB data on consumers' positive perceptions of brands that use paper packaging helped round out a story by Amazon in *Entrepreneur* on the rising demand for more sustainable packaging options. With e-commerce predicted to grow 8.3% in 2025, demand for recyclable packaging will only continue to grow.

- [Read here](#)



E-commerce sales continue to increase year over year with 2025 e-commerce sales projected to be close to \$1.3 trillion.

■ billions ● % of total retail sales



Source: EMARKETER Forecast, October 2024

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



This Earth Month, Ditch the Screens, Buy Products in Paper Packaging and Embrace Your Inner Papertarian

April is Earth Month—a perfect time to take stock of our own environmental footprint and adopt habits that both benefit the planet and our own health. One simple and powerful way to do that? Embrace your inner Papertarian by taking a much-needed Papertarian Hour. In our digitally-driven lives, it's easy to forget that small, intentional, analog choices can promote sustainability, support mental health and enhance learning.

> [Read more on my blog](#)

INDUSTRY NEWS

Call for Nominations – 2026 Board of Directors

Experience. Point of view. Vision. P+PB is seeking two industry members to serve on its board of directors who would bring fresh, valuable perspectives and ideas with deep industry knowledge. Board members represent a range of product sectors and help guide the industry's only national promotional campaign. Applications are due by May 16, 2025.

- [Learn more](#)

INNOVATIONS

Recyclable Envelopes and Sleeves Are Consumer Hit

Sustainability is core to the paper and packaging industry's business and that's why constant innovation to produce more recyclable products is a must. Georgia-Pacific's EarthKraft® Recyclable Mailer is just one of many examples of how kraft paper bags empower e-commerce brands to work with customers to reduce waste and sustainability.

- [Learn more](#)



Does your company have any paper or paper packaging innovations you'd like P+PB to highlight? Send a link of your product's online coverage, video or social post to newsletter@paperandpackaging.org and we may share it in our newsletter or on our social channels!

DATA TRENDS THAT MATTER

81% AGREE
Even as tech becomes
more advanced **paper**
continues to play an
important role



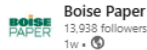
Question: To what extent do you agree or disagree *[Even as tech becomes more advanced, paper continues to play an important role]*
Source: Brookmark Research, P+PB Consumer Attitude and Usage Survey, June 2022. © 2025 & © Paper and Packaging Board. All rights reserved.

WHAT P+PB IS READING



- **Wall Street Journal: Under Attack, Paper Straw Fans Fight Back**
- **Language Magazine: Study Finds Large-Print Books Boost Literacy and Social-Emotional Health**
- **Make Use Of: Stop Using Journaling Apps—Paper Is Better, and Here's Why**
- **Interplas Insights: Mondi partners Proquimia to Launch Paper-Based, Stand-Up Pouches for Dishwasher Tabs**
- **Creative Boom: Why Print Still Matters: The Power of Brand Books in a Digital-First World**

SOCIAL SPOTLIGHT AND SHARING



Now is the best time to commit to [#recycling](#)! [Paper and Packaging Board](#) shares how you can improve your recycling habits to help the planet: <https://lnkd.in/gAPvgpGR>



How to Improve Your Recycling Habits and Help the Planet
[howlifeunfolds.com](https://lnkd.in/gAPvgpGR)



Fibre Box Association
12,838 followers
2w •

[#GlobalRecyclingDay](#) is the perfect time to start passing down proper recycling practices to your kids!

[Paper and Packaging Board](#) has some great tips and tricks for how to help recycling stick! <http://hluf.us/4O9250QIN2A>



Lindenmeyr Munroe
9,528 followers
3w •

Perceptions aren't just changing. We're changing them.

This shift is a result of strategic, unified messaging led by [Paper and Packaging Board](#), in collaboration with industry partners, to ensure that sustainability efforts and innovations remain front and center for both consumers, customers and brands.

Link: <https://lnkd.in/gbNyjeMz>

[#howlifeunfolds](#)



Domtar
86,473 followers
6d •

Choosing paper is good for the environment and business. Why? It's made from a sustainable and renewable resource and supports responsible forest management. Find out more from the [Paper and Packaging Board](#).



Stewarding a Renewable Natural Resource

Choosing paper is good for the environment and for business.

Contrary to myth, using paper in the United States actually helps its forests flourish. Paper is made from a renewable resource, responsibly managed in partnership with private landowners to keep their forests healthy and thriving. Learn why choosing paper can help your company be a force for nature.



Pass It On!

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paperandpackaging.org

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How life unfolds:

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www.howlifeunfolds.com

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