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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

Happy New Year!

Consumers are currently scouring social media for tips on planning and preparing for a successful 2025. We're taking to [TikTok](#), [Instagram](#) and [Facebook](#) to share

reminders that using paper is the key to kicking off a productive and sustainable year! Check out three pieces of content we'll be sharing across our socials below:

#1: Gratitude Made Simple and Sustainable

As the holidays wind down, we are reminding consumers not to forget their etiquette, or the environment, and express their appreciation for the thoughtful gifts and moments shared with heartfelt, handwritten cards. [Our tips and templates](#) for thank-you cards are popular year after year on How Life Unfolds® and remind readers that when they use paper, they contribute to the carefully-managed forests where purpose-planted trees are grown.



#2: Kickstart 2025 with the Perfect Planner!

New year, new you! Anyone can start the year off on the right track using our popular [customizable, printable planner pages](#).

Whether you're a fan of monthly overviews or detailed weekly layouts, our templates are designed to help you set clear goals, stay organized and track your progress effortlessly — And make 2025 greener by recycling the pages when you are done!

#3 Turning Resolutions Into Reality

Finally, we tap into the struggle many of us have sticking with our New Year's resolutions. The good news? Science has your back! A study from Dominican University found that 70% of participants who wrote down their goals and shared weekly updates successfully achieved them, while only 35% of those who kept their goals private reached their objectives. The takeaway? Writing your resolutions with pen and



paper makes all the difference.

- [Read our updated article to learn more](#)

Make Every Slice Count—For Your Taste Buds And The Planet

National Pizza Week kicked off January 12! With the help of social media we will remind consumers that their love for pizza also translates to love for the planet when they remember to empty, flatten and recycle their pizza boxes.

- [Learn more and find local recycling guidelines](#)



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Why I Am Optimistic About Paper and Packaging in 2025

Happy New Year! Are we too far into January to say that? I hope not because I am enthused about what's ahead for paper, packaging—and our consumer marketing campaign—in 2025.

- > [Read more on my blog](#)

INDUSTRY NEWS

Make a Splash on Social with our Video Shorts

According to [HubSpot's 2024 Marketing Trends Report](#), short-form video is the #1 media format and offers the highest ROI. That's why we've created three new video assets specifically designed with the mission of telling paper's powerful story in only 30 seconds. These shorts are perfect for your social media channels, especially LinkedIn!

- [Sign up for our Marketing+ Sales Toolkit](#) to download and share.



INNOVATIONS

Uashmama Creates Pieces That Feel Like Leather But Are Made of Paper

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

In 2011, an Italian leather craftsman from Tuscany came across cellulose fiber. It held properties similar to leather such that it could be tanned, stretched and was durable for daily use. Extensive research and development led to the introduction of material that felt, looked and even smelled like leather. However, this fiber was lightweight, almost like a sheet of paper. What made it more interesting was that this developed skin was washable and foldable. Soon, a full line of fashion bags, pouches and clutches were developed under the Uashmama brand.

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



DATA TRENDS THAT MATTER



86% AGREE
Since most paper and
paper-based packaging
material can be recycled,
it is not waste



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

WHAT P+PB IS READING



- **Waste Dive:** [5 Issues Likely to Shape the Waste and Recycling Industry in 2025](#)
- **FIPP:** [Print Advertising Remains Relevant in the Digital Age](#)
- **The Packer:** [Packaging Companies Focus on Functionality, Safety and Sustainability, Survey Shows](#)
- **Two Sides:** [Paper and the Circular Economy](#)
- **Center for Environmental Health:** [Substituting Styrofoam: 5 More States Ban Polystyrene as Food Packaging](#)

SOCIAL SPOTLIGHT AND SHARING



PaperWorks
6,041 followers
2w • 🌱

Learn how you can combine the holiday spirit with the spirit of sustainability. See more ways to live the papertarian lifestyle this holiday via [Paper and Packaging Board](#)
<http://hluf.us/vVEo50UfOm9>
[#ChoosePaper](#)



The Papertarian Recipe for a Sustainable Holiday Season
howlifeunfolds.com



Smurfit Westrock
681,331 followers
1w • 🌱

[#Paper](#) plays a starring role in [#holiday](#) celebrations around the world. You know about gift wrap, greeting cards and advent calendars, but check out this fun roundup from [Paper and Packaging Board](#) about other global traditions that incorporate paper, like piñatas, lanterns, lucky envelopes and more! <https://okt.to/IWX5AY>



Paper Traditions Around the World
howlifeunfolds.com



Lindenmeyr Munroe
9,064 followers
2w • 🌱

Celebrations, decorations, and gift-giving are among everyone's favorite ingredients in recipes for a magical holiday season. Another key ingredient? Easily recyclable paper and cardboard; more specifically, the boxes and wrapping paper accumulated by gift-givers.

Discover practical ways to get the most out of your holiday paper and cardboard from The [Paper and Packaging Board](#).

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

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



The Papertarian Recipe for a Sustainable Holiday Season
howlifeunfolds.com



American Forest & Paper Association
16,035 followers
2d • 🌱

It's parties galore this time of year! See how you can make your parties a little more earth-friendly using paper and paper-based packaging via [Paper and Packaging Board](#). <https://bit.ly/3VxRRp9>



Pass It On!

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