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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

Unplug and Recharge with Papertarian Hour

Digital fatigue is at an all-time high with American adults **spending about seven hours a day** on screens. The antidote? Take a Papertarian Hour! Starting on March 7, **National Day of Unplugging**, we're encouraging consumers to step away from screens for at least one hour per day or week and engage in intentional, paper-based activities.

Whether its journaling, collaging, writing a letter or reading a book, these activities foster mindfulness and creativity while also being a smart choice for the environment by using products made from a renewable resource. Take the #PapertarianHour challenge with us and share your content on social media to help grow the movement!

- [Check out our article with Papertarian Hour ideas](#)
- [Read the press release](#)



2024 Campaign Impact Report Now Available



The 2024 Campaign Impact Report, detailing the progress of P+PB's consumer campaign, was mailed to members this week and is now available digitally. The report highlights the campaign's impact on increasing the positive consumer perception towards the paper and packaging industry, with the campaign audience increasingly being aware of the industry's forest stewardship and their preference for paper growing. This reputational lift is the result of a strategic, coordinated industry campaign that has delivered results since it began more than 10 years ago.

- [See the full report here](#)

P+PB Program Delivers Impressive ROI

P+PB's national promotional program is generating a positive ROI for the industry, returning \$13.96 in profit for every dollar invested, according to an economic report by an independent agricultural economist. Dr. Harry Kaiser of Cornell University stated, "The direct effects of this program to the industry are significant and show that the industry is better off as a result of the program."

- [Read the executive summary](#)



New Sales Enablement Tools For Customer Presentations and Beyond

Looking to fill up your social calendar or seal the deal in your next customer presentation? Our new Marketing + Sales Toolkit assets are here to help! The refreshed infographics cover a wide range of topics including the benefits of paper products, the industry's sustainability story and consumer preference.

- [Sign up to download and share](#)



From P+PB's President, Mary Anne Hansan



Perceptions Aren't Just Changing, We're Changing Them

Consumers' perceptions about paper and packaging are evolving—and fast. In 2024, more consumers than ever understood that paper manufacturers plant far more trees than they harvest. They recognized that trends like urbanization and wildfires are the real threats to forests—not their sustainably managed, productive use. And they see the industry as part of the solution to the country's sustainability challenges, not as part of the problem.

> [Read more on my blog](#)

INDUSTRY NEWS

P+PB's Hansan Named to Chief Marketer's Top Women in Marketing for 2024

Chief Marketer, an online news and trends website for modern marketers, has named P+PB President Mary Anne Hansan among the influential women in marketing for 2024! This recognition spotlights the most impactful brand marketers, agencies and partners who are driving innovation and breaking barriers across their industries. Mary Anne was commended for her organization's creative storytelling that establishes deep human connections, her leadership in spearheading the Papertarian movement and her unwavering efforts to increase consumer preference for paper. Join us in congratulating Mary Anne on this remarkable achievement!

- [See the full list of honorees here](#)



INNOVATIONS

How CPGs Get More Sustainable Packaging to Store Shelves

For our Innovations spotlight this month, we are featuring an article from Packaging Dive

sustainable packaging efforts. CPG brands and their packaging partners are increasingly working in tandem to set goals and success metrics as they develop, test and roll out innovative packaging solutions. Sealed Air, Sappi and Diageo recently developed a 90% paper-based bottle for Johnnie Walker as an alternative to the classic glass packaging.

- [Read the full article here](#)



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

82% AGREE
I concentrate
better when I read
a printed book



Question: To what extent do you agree or disagree [I concentrate better when I read a printed book]

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



- **Two Sides: Direct Mail Ad Spend Sees 12.9% Surge**
- **Packaging World: Consumer Demand for Recyclability Leads to Paperization**
- **Wall Street Journal: Screens Have Taken Over Classrooms. Even Students Have Had Enough**
- **Ink World Magazine: Why All Generations Love Print**
- **Fast Company: Starbucks Takes a Step Toward Sustainability with New Compostable Cups**
- **Axios: Trump Executive Orders to Increase Logging in National Forests**

SOCIAL SPOTLIGHT AND SHARING

American Forest & Paper Association
 16,355 followers
 3w • 🌳

It's National Latte Day! We are celebrating the major cities across the U.S. that are advancing their recycling systems leading to more Americans having access to paper cup recycling. See if your city is on the list via [Paper and Packaging Board](https://bit.ly/3Q8jXUE)
<https://bit.ly/3Q8jXUE>



PaperWorks
 6,132 followers
 3w • 🌳

Coincidence that Super Bowl and National Pizza Day are both on Feb. 9th? Nope. And nothing could be better unless you're also recycling your pizza box at the end of the night. Learn more about pizza box recycling via [Paper and Packaging Board](https://buff.ly/3CEj0k0)
<https://buff.ly/3CEj0k0>
[#paperboardpackaging](#)
[#sustainablepackaging](#)
[#recyclability](#)
[#ChoosePaper](#)



Paper Recycling Trends & Tips for Playoff Season
howlifeunfolds.com

[Paper and Packaging board](#)

[Hulu](#) commercial this morning helping communicate that recycling paper is important and easy. Old boxes? Empty, flatten, recycle.

Box makers and brands can get a unique QR code to track how people engage in the process.

[Sarah Meiburg](#) can tell you more. It's easy and free!



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](#): <https://ow.ly/53bY50V8NrU>

Did You Know?

Paper note-takers complete tasks 25% faster than digital note-takers



Drawing by hand activates more parts of the brain than typing

Paper's physical detail anchors your memory more than writing with a tablet and stylus



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