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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

Forestry: Fact or Fiction Returns

Just in time for Arbor Day last month, we brought back licensed forester Paul Larrivee for another installment of our popular Forestry Fact or Fiction series. This time, Paul discusses what he wishes more people understood about the sustainable management foresters throughout the U.S. practice every day, such as how much those in the profession value forest lands.

- [Watch here](#)



Recycling 101: Check Your Local Guidelines!

Why do recycling rules vary so much from place to place? The latest entry in our Recycling 101 series gets to the bottom of why recycling is different depending on your location, and encourages viewers to check their local guidelines to see what is accepted in their area.

- [Watch here](#)



Why is recycling different in every city?

Marketing and Sales Toolkit Spotlight: Paper's Recycling Story

The paper and packaging industry's comprehensive and sophisticated system of material recovery is ever growing and advancing - making our products a great fit for brands trying to meet their sustainability goals. To

assist in your sales efforts, use our info sheet on the paper industry's recycling story in our Marketing + Sales Toolkit.

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



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Digital Escape: Why Magazines Are Experiencing a Surprise Renaissance

This month we are featuring a previous blog that is near and dear to my heart — a digital escape courtesy of a printed magazine. I talk with a professor who earned the nickname Mr. Magazine because of his obsession with, you guessed it, magazines! Since I wrote this blog in 2021, I have noticed a resurgence in catalogs and magazines, including digital first brands using catalogs to enhance their storytelling. There is just something about the printed word and pictures on paper I cannot resist. So goes my papertarian ways!

> [Read more on my blog](#)

INDUSTRY NEWS

Report Greenwashing Misinformation with Two Sides' Portal

Two Sides has made it easier than ever to report greenwashing via a new online portal. This is part of the organization's efforts to follow up with and challenge major corporations, government agencies and other groups that mislead consumers by making unsubstantiated environmental claims about the production and use of paper. Examples include promoting switching from paper to electronic communication as better for the environment using language like "go paperless, go green" and "go paperless, save trees."

- Learn more and visit the portal [here](#)



INNOVATIONS

DS Smith's Plastic-free Packaging for Egg Transport

DS Smith's new packaging solution eliminates plastic from egg packaging. The new design replaces the previous method, which used plastic wrapping and two molded pulp trays. The new recyclable pack features perforations and holes to accommodate variations in egg sizes while improving stacking stability and protection.

- [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

80% AGREE
**Taking notes by
hand helps me to
retain information
better**



Question: To what extent do you agree or disagree [Taking notes by hand helps me retain information better]
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



- **NPR: [The Art and Pleasure of Writing a Letter](#)**
- **Packaging Dive: [Frugalpac's Paper Wine Bottles Scale with Target Debut](#)**
- **The Cool Down: [The Holy Grail of Forestry is to Harvest Trees Responsibly While Sequestering More Carbon — Here's How the FSC is Working to Make it Happen](#)**

- **Manufacturing Digital: [How LEGO is Overcoming Challenges With Paper-Based Packaging](#)**
- **Label & Narrow: [Six Ways Print Powers Learning](#)**

SOCIAL SPOTLIGHT AND SHARING



International Paper
400,308 followers
2w • 🌐

International Paper is taking part in the [#PapertarianHour](#) challenge! From playtime to corrugated crafty creations, choosing paper helps our families recharge and reconnect. Learn more about the challenge from [Paper and Packaging Board](#): <http://hluf.us/q04v50VbRjY>

[#PapertarianHour](#)



Papertarian Hour: A Sustainable, Creative Escape from Digital Overload
howlfeunfolds.com



Boise Paper
13,958 followers
5d • 🌐

In 2024, more consumers than ever understood that paper manufacturers plant far more trees than they harvest. Read how [Paper and Packaging Board](#) and its partners are helping educate people that the industry is focused on leaving the environment better than they found it <https://lnkd.in/eqcAhT7z> [#PaperandPackaging](#) [#sustainability](#)



Perceptions Aren't Just Changing. We're Changing Them.
paperandpackaging.org



Neenah Fine Paper & Packaging
4,551 followers
1w • 🌐

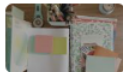
Sustainability isn't just about recycling.

It's about choosing materials that support focus, feel, and longevity.

Paper delivers and this article from the [Paper and Packaging Board](#) explains why now more than ever, it matters.

<https://lnkd.in/guzFYXse>

[#paper](#) [#PapertheOG](#) [#neenah](#) [#print](#) [#design](#) [#EarthMonth](#) [#EarthWeek](#)



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



Fibre Box Association
13,045 followers
1w • 🌐

[#ArborDay](#) has a special place in our hearts. While we know all that forests provide, like cleaner water and air, and our favorite paper products, we want to share the good news! Learn more about how we take care of our forests from here: <http://hluf.us/cZwN50R4z50>





Pass It On!

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