



IN THIS ISSUE: [Campaign Highlights](#) | [Innovations](#) | [Industry News](#) | [Sustainable Thoughts](#) | [Data Trends That Matter](#) | [What P+PB is Reading](#) | [Social Spotlight](#)

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

Papertarian Hour Takes Off On Social

We're continuing to promote our #PapertarianHour movement on social through videos showcasing fun ways to unplug for one hour each day or week by embracing a paper-based activity.



Papertarian Hour Takes Flight

Our followers didn't have to wing it for Paper Airplane Day! Our video tutorial walked through four ways to fold a paper plane — and reminded viewers to recycle the scraps once the flights were finished.

- [Watch here](#)

Unplugging to Connect

A fun activity to do with friends that doesn't involve staring at screens? BINGO! We're showing that a digital detox doesn't have to be a solo activity and that unplugging through paper-based activities helps us connect with others.

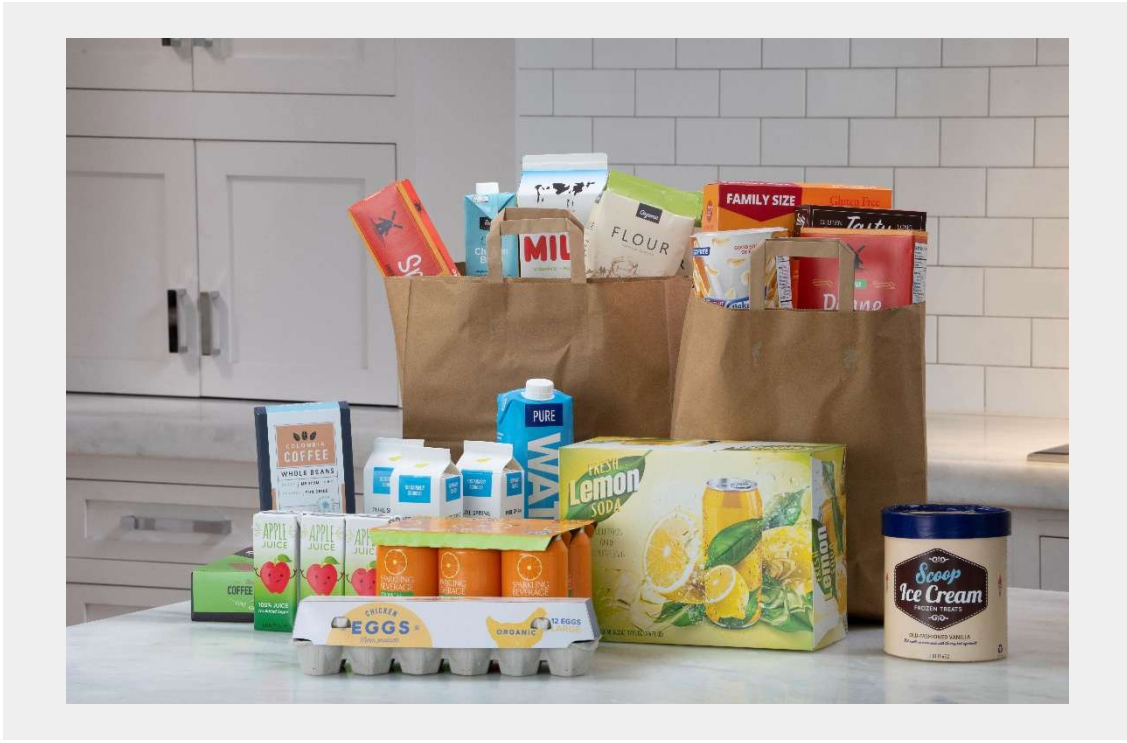
- [Watch here](#)



Entrepreneur Magazine Spotlights Paper Packaging Solutions

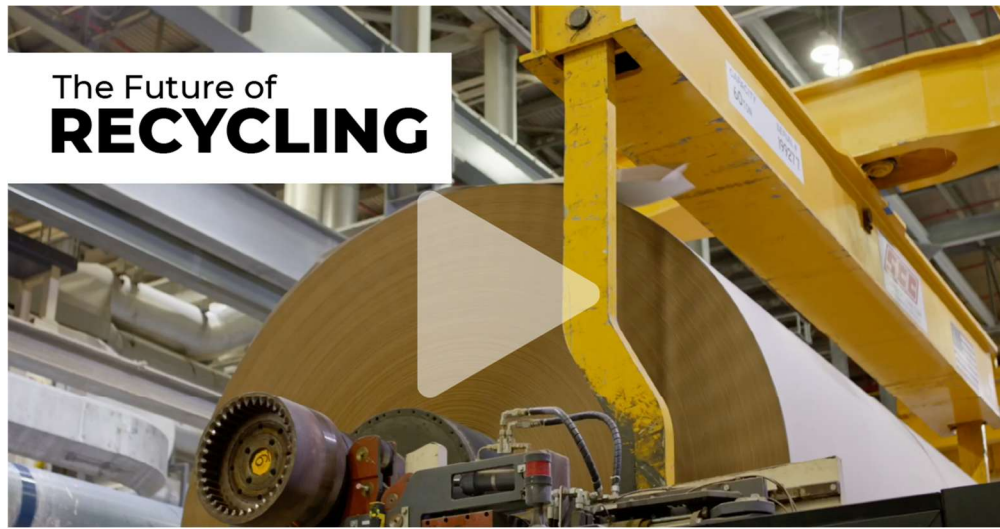
With 85% of consumers willing to pay more for eco-friendly products and 90% of investors considering ESG factors, sustainability remains a top priority for many CPG brands. Our piece in Entrepreneur's May-June issue details how turning to paper-based packaging is one of the easiest and most effective ways for brands to boost their reputation and highlights recent product innovations in paper cans and paper cups.

- [Check out the piece here](#)



Celebrating World Environment Day

We seized the opportunity on World Environment Day last week to remind consumers that when they choose paper they're supporting an industry committed to practicing sustainable forestry, helping clean air and water and providing diverse habitats for wildlife. And that's not all! The industry has also invested billions nationwide to protect and expand recycling capabilities for generations to come - watch the video below to learn how!



INDUSTRY NEWS

Referendum 2025

The USDA announced that paper manufacturers and importers behind the industry's more than 10-year-old [award-winning](#) national consumer marketing campaign will be asked if they want to continue investing in this united effort. If it seems like we just had a referendum, you are not wrong. The last referendum was in [October 2023](#). Eight companies petitioned USDA to hold a new referendum. Balloting runs from July 14-July 25.

- [Referendum FAQ](#)
- [USDA's trade notice](#)

Sustainable Thoughts
From P+PB's President, Mary Anne Hansan



10+ Years of Delivering Results to the Industry: We're Changing Perceptions

It's a competitive marketplace and companies are trying to get their customer's attention, differentiate themselves and make a sale. When thinking about the paper industry specifically, the competition—the petrochemicals industry—is booming and highly profitable, supported by multiple national marketing campaigns of their own that are gaining traction. Moreso, major brands have left the U.S. Plastics Pact and acknowledged challenges to hitting their own 2025 sustainability goals that include recycled content, virgin plastic reduction and packaging recyclability.

The paper industry is different and was sustainable before “sustainable” was a household word. To get that message understood, the paper and paper-based packaging industry created and has invested in its own campaign for more than 10 years to differentiate its products from competitors and educate consumers on why it is the smart choice for the environment.

> [Read more on my blog](#)

INNOVATIONS

Sonoco Unveils New Paper Can with Paper Bottom in North America

For our innovations section this month, we are featuring an article from Packaging Strategies

Newly available in North America, and made with a dual emphasis on

functionality and sustainability, Sonoco's new Paper Can, featuring a paper bottom, is made from 100% recycled fiber, with up to 90% sourced from post-consumer materials. Engineered for recyclability, the new paper can has successfully passed re-pulpability and recyclability testing at Western Michigan University, meaning that brands using Sonoco's all-paper container solution can confidently offer consumers packaging designed for easy recycling.

- [Read 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

75% AGREE
Sitting down with
a printed copy of
a magazine is a
rewarding experience



Question: To what extent do you agree or disagree [Sitting down with a printed copy of a magazine is a rewarding experience]
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



- **AF&PA:** [Industry Publishes Updated Voluntary Standard for Recycling Cardboard.](#)
- **Wall Street Journal:** [They Were Every Student's Worst Nightmare. Now Blue Books Are Back](#)
- **Columbia Journalism Review:** [Print Is Dead. Just Don't Tell Microsoft.](#)
- **The Canary:** [When Digital Isn't Enough: Why Paper Still Matters in Modern Business.](#)
- **Triple Pundit:** [Can Paper Wrappers Replace Plastic? Kind Wants to Find Out.](#)

SOCIAL SPOTLIGHT AND SHARING

Colbert Packaging
2,452 followers
2w • 🌐

We join the rest of the nation this Memorial Day in remembering the sacrifices of America's veterans and expressing our appreciation for their service.

This holiday weekend may also be a good time for a 'digital detox.' Here are some fresh ideas from the [Paper and Packaging Board](#) for overcoming digital overload.

<https://lnkd.in/guRzn8vQ>



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

Two Sides North America
3,692 followers
3w • 🌐

Take a [#Papertarian](#) hour with [Paper and Packaging Board](#) - prioritize paper-based activities as a refreshing and effective creative alternative to escape from digital overload!

<https://lnkd.in/gTBtPiXy>

[#digitaloverload](#) [#paperfacts](#) [#creativity](#) [#paper](#)



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

Seaman Paper
6,790 followers
1w • 🌐

"81% agree: Even as tech becomes more advanced, paper continues to play an important role."

[Paper and Packaging Board](#)

At Seaman Paper, we're seeing that truth play out every day — not just in how people use paper, but in how they value it.

We're not here to compete with innovation — we're here to complement it. As eCommerce grows and consumer expectations shift, paper is proving itself to be one of the most versatile, trusted, and responsible materials in the world.

Sometimes the smartest solution is the one that's already recyclable, renewable, and ready.

Fibre Box Association
13,255 followers
1d • 🌐

We know caring for our planet to help ensure it stays healthy is an ongoing task, but that's why it is never far from our mind. This [#WorldEnvironmentDay](#), learn about our industry's sustainable forestry efforts via [Paper and Packaging Board](#): <http://hluf.us/EAVB50Rpx0R>



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.

paperandpackaging.org

[Subscribe](#)



www.paperandpackaging.org
www.howlifeunfolds.com

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)

© 2025 Paper and Packaging Board. All rights reserved.