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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.*

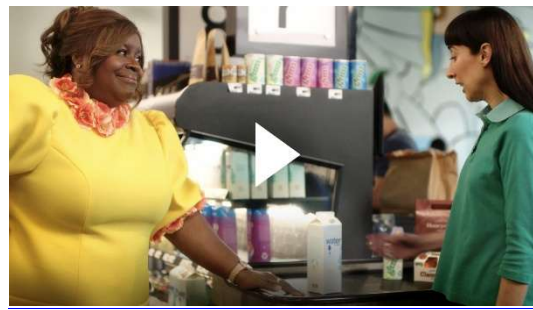
## CAMPAIGN HIGHLIGHTS

### Papertarian Movement Returns to Streaming TV

This month, our papertarian ads featuring actress and comedian Retta return to television, reaching viewers across popular streaming services. The two ads, one with Retta recycling at the curbside and one with her making paper-based

choices at the grocery store, will educate viewers 49 and under on the sustainable virtues of paper product packaging. Numerous paper industry products and product packaging are featured in the ads including ice cream and gum containers, produce carriers, cereal and pasta boxes, milk cartons, boxed water and corrugated shipping boxes. Retta is also shown humorously schooling her neighbors about proper recycling techniques, reminding them to “Empty, Flatten, then Recycle!” The ads will run through the end of September.

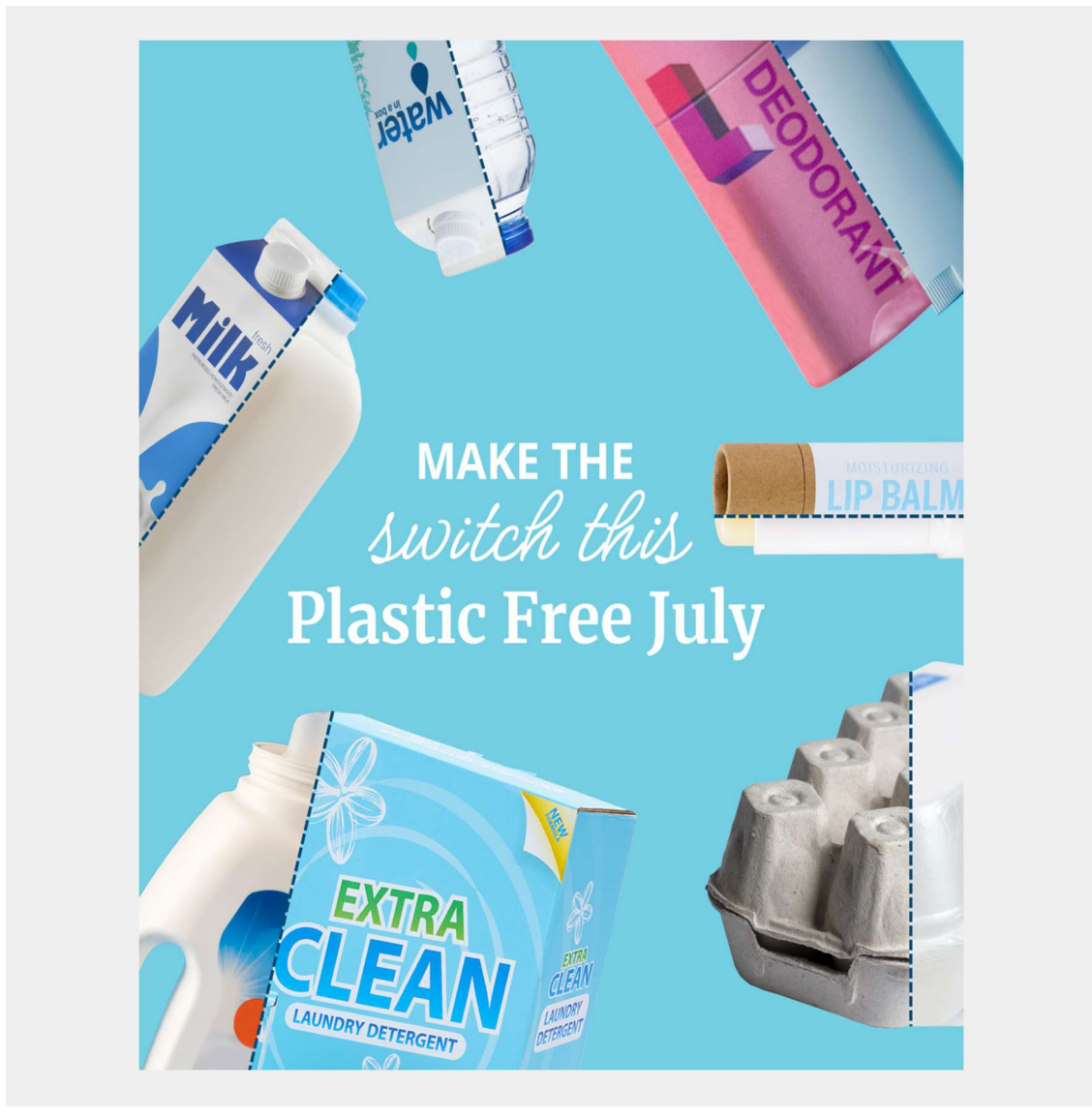
- Click the thumbnails below to watch!



## Paper Shines During Plastic Free July

We're calling on consumers to make smarter choices for the environment and adopt the papertarian lifestyle with their purchases by switching to paper products and recycling them when done. The opportunities are endless, whether it's reading a magazine, making a handwritten "to do" list or buying bath products in paper packaging!

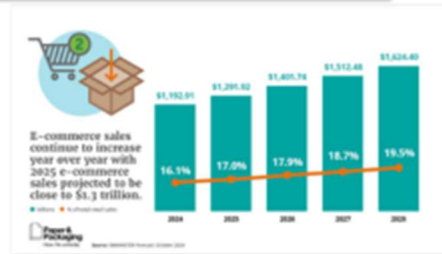
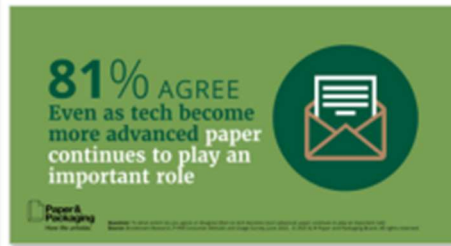
- [Learn more about smart lifestyle choices](#)



## Assets For Social, Sales and Beyond

Looking to fill up your social calendar or seal the deal in your next customer presentation? Our Marketing + Sales Toolkit assets are here to help! The infographics feature data from our Attitudes & Usage consumer tracking study and 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](#)



## 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*



## The Econometric Report Is In: P+PB Campaign Delivers Measurable Results

Every five years, federal checkoff programs like the Paper and Packaging Board (P+PB) undergo an independent return-on-investment evaluation. It's a requirement grounded in the Federal Agriculture Improvement and Reform Act and reviewed by USDA economists to ensure that the program is delivering value to the industries that fund them. The findings speak clearly: Over the past five years, the industry spent \$114.3 million on the P+PB campaign resulting in a new ROI of \$13.96. That is, every dollar invested in the P+PB campaign returned \$13.96 in profit for manufacturers and importers.

> [Read more on my blog](#)

### INNOVATIONS

## Elopak Launches New Paperboard Cartons for Chilled Distribution Chains

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

Global packaging supplier Elopak has launched a new paperboard for fresh liquids in chilled distribution chains. Compared to cartons made with standard board, the Natural White Board reduces the packaging's carbon footprint by up to 14%. It was designed in collaboration with Elopak's long-term partner Stora Enso, with the ambition to make this development available across the company's range of Pure-Pak® cartons in all markets.

- [Read more](#)





## DATA TRENDS THAT MATTER



**77% AGREE**  
Consumers believe the  
benefits of using paper  
and paper packaging  
outweigh the risks



Q5. Thinking broadly about paper, paper-based product packaging and corrugated carboard boxes and the environment, do you think the benefits outweigh the risks/risks outweigh the benefits? Select one.  
Source: Brookmark Research, P+PB Consumer Attitude and Usage Survey, June 2024. Core Consumer Audience (Aware of the Campaign)  
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## WHAT P+PB IS READING



- Sustainability Magazine: [US Consumers Still Choosing Sustainable Packaging?](#)
- Food & Drink International: [How Paper Lunch Boxes Will Shape the Next Decades of Packaging](#)
- Food & Drink International: [The Surprising Impact of Paper Packaging on Buying Decisions](#)
- Publisher's Weekly: [Educators Model Handwriting's Effects on Literacy, Learning, and Life](#)

## SOCIAL SPOTLIGHT AND SHARING



We love to see partners like [Paper and Packaging Board](#) showing what's possible with [#paper](#). Their fun roundup of thoughtful tips for sending [#carepackages](#)—to summer campers, college students or just for fun—is designed to deliver smiles, one [#cardboard](#) box at a time: <https://okt.to/WGIOab>

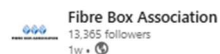


Paper | Packaging | Solutions

# Boxed, sealed, delivered

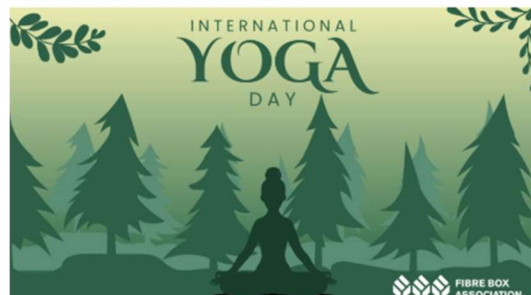


Sending care with paper packages



Breathe in. Breathe Out. In one year, a mature tree will absorb more than 48 pounds of carbon dioxide from the atmosphere and release oxygen in exchange. Today is [#InternationalYogaDay](#), and you can feel centered knowing that using paper products can help forests thrive through sustainable forestry practices that help care for the tree lands that take care of us.

Learn more about the paper industry's sustainable forestry practices via [Paper and Packaging Board](#) <http://hluf.us/CTM550OCawL>





International Paper  
404,440 followers  
1h • 🌐

This #PlasticFreeJuly, let's make a difference by embracing sustainable choices with paper-based alternatives! Here are some paper recycling tips from [Paper and Packaging Board](#) to help you be a part of the environmental solution.



What Can Be Recycled? 3 Keys to Success  
[howlifeunfolds.com](http://howlifeunfolds.com)



Accurate Box Company  
2,752 followers  
1w • 🌐

Accurate Box is proud to join the Box to Nature program, an initiative from the [Paper and Packaging Board](#) that encourages consumers to recycle their packaging. Through this partnership, Accurate Box offers customers an easy way to strengthen their sustainability efforts and reduce environmental impact.

When people see this simple reminder, 75% say they're more likely to recycle.

That's the power of the Box to Nature mark. When recycled properly, corrugated packaging can be reused up to 7 times—making this a simple but effective way to support sustainability.

Learn more: <https://lnkd.in/ehTXHXnF>

#BoxToNature #SustainablePackaging #RecycleRight #AccurateBox  
#EcoFriendlyPackaging



Partnering With the Box to Nature Program - Accurate  
Box Company, Inc  
[accuratebox.com](http://accuratebox.com)



## Pass It On!

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