



**PAPER +
PACKAGING
BOARD**

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FOR IMMEDIATE RELEASE

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New Website Packed with Engaging Content + Mobile-Friendly Design

Paper and Packaging Board Introduces Updated Content Hub

McLean, VA, March 19, 2019 – This month, the Paper & Packaging – How Life Unfolds® campaign revealed an updated, content-rich website with intuitive navigation and an editorial-inspired design. Visitors to www.howlifeunfolds.com will now enjoy easy-to-find stories cued by color, subject and organized by product usage and interest. Themes like productivity in business, lifelong learning, packaging innovation and reliability, and paper’s contribution to security in a digital world deliver content designed to engage more deeply and highlight product uses.

The new site is mobile-friendly, offering the same ease of use and experience as the website to appeal to tech savvy consumers who spend more than three hours a day on a mobile device and up to six hours engaged with digital media.

“This thoroughly modern website experience provides an engaging and accessible way for consumers to deepen their engagement with our products,” said Mary Anne Hansan, president of the Paper and Packaging Board. “Over time we will learn what resonates with consumers and customers alike and fine tune and tailor the information we provide to reinforce and encourage usage.”

Visit the website at www.howlifeunfolds.com.

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About:

The Paper and Packaging Board promotes the use of paper products and paper-based packaging by highlighting the value they bring to our daily lives. More than 40 U.S. manufacturers and importers collectively fund the national marketing campaign, Paper & Packaging – How Life Unfolds®. www.howlifeunfolds.com

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