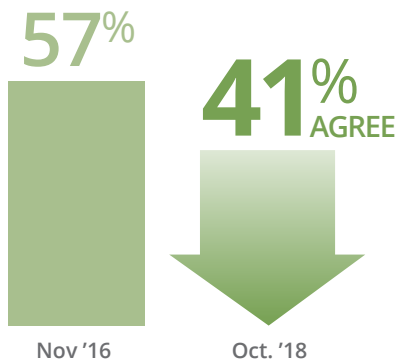




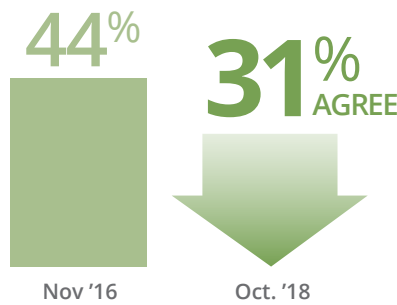
Attitudes towards recycling improve along with feelings that it is still worthwhile

2018 Paper & Packaging – How Life Unfolds® Campaign Attitude and Usage Research

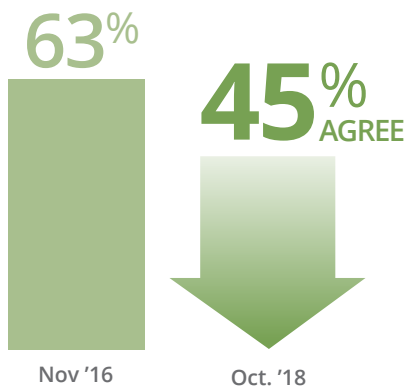
In 2016 concerns about paper and packaging’s impact on the environment and everyday life were high among consumers. Today, there is a decline in negative feelings suggesting the industry’s efforts and the Paper & Packaging – How Life Unfolds® campaign play an important role in reinforcing paper’s benefits and the value of recycling materials.



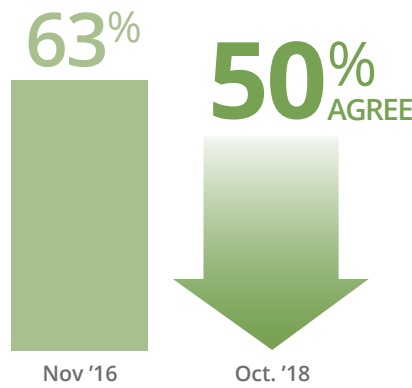
Corrugated cardboard boxes **create waste and clutter in my life.**



I find it too time consuming to **break down corrugated boxes for recycling.**



Paper documents only **create waste and clutter in my life.**



Printing out documents makes me **feel guilty about the environment.**



83% AGREE
Recycling paper of all kinds is still worthwhile.

The Paper & Packaging – How Life Unfolds® campaign tells the story about the benefits of paper and paper-based packaging in new social media, print, TV and digital advertising. The campaign’s most recent consumer survey shows that among consumers aware of the campaign, preference for paper and paper-based packaging is strong.