



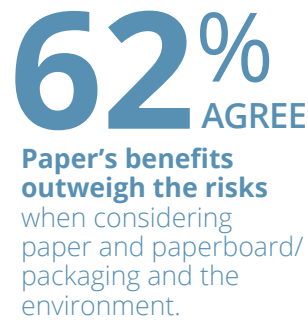
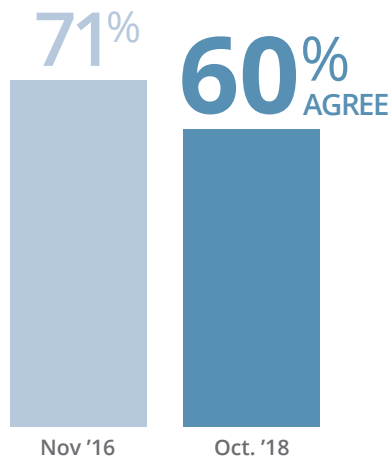
Paper's Benefits Outweigh the Risks, Despite Environmental Concerns

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

News around waste and recycling, along with a steady drumbeat of stories about global warming and extreme weather in 2018, softened feelings about paper and its environmental impact. Despite their concern, consumers aware of the Paper & Packaging – How Life Unfolds® campaign still feel strongly that paper's benefits outweigh the risks, especially when compared to other industries.



Paper/packaging products are an **environmentally smart choice** because they are made from trees.



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.

PAPER vs PLASTIC

The paper and packaging industry continues to be **viewed more favorably than other industries.**

