IN THIS ISSUE: Campaign Highlights | Making an Impact | Industry News & Tools | Pulp Magic Blog

CAMPAIGN HIGHLIGHTS

B2B CAMPAIGN

POWER 15

Eight Standout Business Leaders Share 15 Page Must Reads for Inspiration and Productivity

Our 15 Pages a Day initiative has evolved into a power-packed reading movement! We interviewed eight influential business leaders to see what 15 pages have inspired them on their journey to success. The result is our 2019 Power 15 List, a list of bite-sized reads for business breakthroughs. Leaders from Tile, Moe’s Southwest Grill, Quilt, Daily Burn and more recommend the short-form print pieces that help keep them sharp, showing that reading for success doesn't have to feel like a full-time job. Check out their recommendations and take your own pledge to read 15 pages a day at howlifeunfolds.com

CONSUMER CAMPAIGN

Launch of Social Book Club Reinforces Value of Learning on Paper

As part of our exclusive partnership with Mental Floss magazine, this month we’re sharing another element of our partnership – an online social book club. It’s designed to bring readers of all ages together to discuss some of the world’s most beloved books, from Beatrix Potter’s The Tale of Peter Rabbit to Bram Stoker’s Dracula. This book club reinforces the value of reading on paper daily with the 15 Pages a Day reading program, which encourages everyone to take the pledge to read at least 15 print pages every day. It’s not too late to get started on your summer reading.
Pop-Up Sneaker Box Museum Showcases the Power of Branding

On August 29-31, we will pay homage to the sneaker enthusiast – better known as Sneakerheads – by creating a one of a kind Sneaker Box Museum in NYC! The exhibit will be open for a limited time highlighting their passion for collecting and coveting sneakers, and celebrating the role the sneaker box plays in showcasing and protecting these prize possessions. Sneaker culture has spurred a reported $34 billion industry in the U.S., but the true foundation of this business is the paper-based box that every pair comes in. If you happen to be in New York during this time, stop by!

GO TO paperandpackaging.org for event details

Casey and Page Make Paper Industry Top 50 Power List!

Our two brand ambassadors introduced just over a year and a half ago by the Paper & Packaging – How Life Unfolds® campaign have just been named to the RISI Fastmarkets 2019 Top 50 Power List of pulp, paper and packaging influencers to watch. The 2019 Top 50 Power List reported: “This campaign gets the word out in print advertising, TV commercials ... and social media engagement ... these two do their part every day to keep our facilities running—and that deserves recognition.” Read more about how Casey and Page continue to make their mark on the industry.

GO TO paperandpackaging.org

Mashable’s Digital Detox Increases Productivity Levels

Everyone can benefit from a digital detox day – an entire day to simply take a break from computer screens, typing and swiping! Digital detox expert Holland Hails teamed up with Mashable – the go-to source for tech, digital culture and entertainment content with over 36 million unique monthly visitors – to discuss taking a break from all things digital and swapping in paper for increased productivity and presence. The video covers at least six of our core concepts which include how writing things down lowers stress and helps with productivity. Don’t just take our word for it, check it out for yourself!

GO TO mashable.com

This Year’s Annual Report Shows Industry Capitalizing on Economy’s Growth

This year’s Annual Report and State of the Campaign update highlights the most improved and robust measures of consumers’ desire for paper since the campaign launch in 2015, according to ongoing tracking research. To further explain, president Mary Anne Hansan hosted three live webinars on July 17 and 18. During each webinar, she showed how a new content rich website delivered messaging tailored to packaging safety, business and personal productivity, innovation and learning. She also explained how we optimize technology and intuitive website content to tell a story.

DOWNLOAD our annual report at paperandpackaging.org
I recently came across an article in the Wall Street Journal that touched on concerns over a major food manufacturer opening a new production facility in upstate New York.

Visit paperandpackaging.org/blog for the full story.