CONSUMER CAMPAIGN

Shoebox Museum showcases paper-based packaging to New York’s streetwear community

Curated by renowned sneakerhead and founder of Nice Kicks, Matt Halfhill kicked off the experience with a Q&A featuring famed sneaker designers from Jordan and Nike to celebrate the role the box plays in showcasing and protecting the shoes. With coverage from 40 media and niche lifestyle influencers ranging from ESPN, Architectural Digest and WWD, the Museum brought packaging innovation and branding to the cult-sneakerhead following. For highlights, video and photos from the event, check out our Instagram page.

“The shoebox is the first touchpoint the consumer has with the product ... and I think it's something that has been overlooked for many years.”

MATT HALFHILL
CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Papering your way to the top: Video series launches this month

David Sax, author of the book The Revenge of Analog: Real Things and Why They Matter, and Case Scaglione, chief conductor of a renowned German orchestra, demonstrate how paper helps them get ahead in their fields. Sax writes about the importance of analog and organizing your ideas on paper; while Scaglione uses paper to help with memorization, capture creative impulses and encourage collaboration. Watch the series beginning with Sax, on how these professionals rely on paper to power their success via YouTube, digital video and our social media channels.

WATCH the series on YouTube

HGTV

Food Network

Filling up the airwaves and newsstands this fall

Casey and Page continue to star on the small screen via commercials on more than 25 networks including, ABC, NBC, Bravo and more. Plus, find us in print in the October issue (on sale September 11) of HGTV Magazine featuring DIY home design artist and entrepreneur, Kara Whitten; and in Food Network Magazine (on sale September 10) with a story about corrugated packaging and food protection.
CAMPAIGN HIGHLIGHTS

B2B CAMPAIGN

A bigger, better corrugated box to the rescue for the National Mango Board: a case study.

The National Mango Board and the growers they represent had a problem. The box they used to ship their precious cargo from the fields in Central America and Mexico was too small and unstable for stacking on mixed pallets, limiting the size of orders.

In partnership with the National Mango Board, we’ve captured the packaging innovation and collaboration in the supply chain to solve this opportunity for the mango industry. Learn more about how this packaging innovation came to life. GO TO paperandpackaging.org

PackExpo – Where packaging innovation shines

We will be hitting the 900K net square foot floor of PackExpo 2019 later this month – September 23-25 in Las Vegas, the largest packaging tradeshow in the world! Armed with a video crew and storytellers, we’re on the hunt for the latest packaging innovations and trends to create video content and stories that showcase cutting-edge packaging. This content will be showcased in our B2B campaign efforts in the coming months – reinforcing to customers and business decision makers, “When it matters – use paper-based packaging.”

PACKAGING DRIVES DOWNLOADABLE CONTENT

Packaging drives downloadable content in one month (July to August)

76% increase in downloadable content from HowLifeUnfolds.com. One of the most popular articles focused on summer camp care packages.
Digital textbooks come at a cost

Pearson, the largest publisher of college textbooks in the U.S., recently announced it would go entirely digital and stop publishing textbooks on paper altogether. And that got me thinking . . . if the purpose of college is learning, shouldn't we be using tools that are proven to help students learn?

Visit paperandpackaging.org/blog for the full story.