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

CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Unboxing great packaging design: New video series launches

For the next few months, we'll be telling the stories of the talented designers using paper packaging to engage consumers in innovative and unexpected ways, from protection to presentation. First in the series, we're featuring Nancy Cohen, co-founder and chief creative officer of Mouth.com — an online indie food store that curates packages of unique products from across the U.S. Watch the series beginning with Cohen who opens up about developing great packaging designs and unboxing experiences. Visit howlifeunfolds.com/mouth

“That box is truly the best marketing that we could have.”
NANCY COHEN
First annual *Workplace Productivity Report* reveals importance of paper among today’s workers

More than half of office professionals are suffering from digital overload

This new report explores how digital technology affects productivity in the modern workplace. What did we discover from those surveyed? More than half of office professionals suffer from digital overload, and many of those workers rely on paper as a remedy – from reading hard copies to writing instead of typing notes to using paper calendars. Find more stats in the printable infographic report highlighting our key findings. Visit [howlifeunfolds.com/workplace-productivity-report](http://howlifeunfolds.com/workplace-productivity-report)

**B2B CAMPAIGN**

Unpacking the best packaging insights from Pack Expo

Last month, we attended Pack Expo, the largest packaging trade show in the world! Armed with a video crew and journalists, we met with some of the most innovative and best and brightest minds that are shaping the future of paper packaging.

Check out the videos and articles showcasing everything we learned. Visit [howlifeunfolds.com/pack-expo-2019](http://howlifeunfolds.com/pack-expo-2019)
Perfecting the *Elevator Pitch* with paper and packaging

Beginning in October, we’re partnering with *Entrepreneur* magazine’s online series, Elevator Pitch to showcase the use of paper and packaging in the business setting. In the 12-episode series, entrepreneurs must be able to provide an easy-to-understand business pitch during the time it takes to ride an elevator. Look for us online at [entrepreneur.com](http://entrepreneur.com) as we provide business productivity tips on how paper and packaging can help perfect this infamous speech.

**New Sales Materials connect campaign to the customer**

Beginning in November, new sell sheets, infographics and more will be available to our companies’ sales teams, downstream customers and merchants to augment their selling efforts. Look for information in the coming weeks as we introduce these new materials and distribute login access.

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**Paper continues to play an important role in the office**

62% of office professionals rely on paper as much as, or more than their digital devices to get the job done.
Printed Campaign Update Sent to Mills and Facilities!

This week we are mailing printed copies of an engaging campaign update to our company’s mill and facility locations. More than 130 mills will now receive periodic news about the adventures of Casey and Page and about the Paper & Packaging – How Life Unfolds® campaign efforts to promote the value of paper and paper-based packaging to consumers and business-decision makers alike. If you would like your mill(s) added, please email Abby at alague@paperandpackaging.org.

PULP MAGIC BLOG

Every Box Tells A Story. Sometimes Literally.

Last week I went to grab a box of Kleenex® brand tissues from my closet and noticed that printed on the box was the statement “100% of pulp is from responsibly managed forests.” Then I noticed the other side of the box had another message “100% of our fiber suppliers are certified.” ... It’s great to have some help telling the “managed forest” story in the U.S. from familiar and respected brands like Kleenex®. Visit paperandpackaging.org/blog for the full story.