IN THIS ISSUE: Consumer Campaign | B2B Campaign | Sales Channel Toolkit | Industry News & Tools | Impact Data | Social Spotlight | Pulp Magic Blog

CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Meet the stewards protecting the forest inside a U.S. state park

Managing the trees in a protected wild forest, the community of Adirondack Park work together to conserve the area’s natural beauty and resources. Ticonderoga, NY is home to Fort Ticonderoga, a historical preservation site, and the Ticonderoga paper mill, the only paper-making plant located inside a U.S. state park.

SEE THE STORY behind this unique forest land and the partners that collaborate to ensure its sustainability on HowLifeUnfolds.com or at YouTube.com/howlifeunfoldsppb

America Recycles Day is this Sunday

Celebrate all week with us!

Are you ready for America Recycles Day? We are! Join us all week as we celebrate across all our social media channels. Our research shows that consumers can be uncertain about what types of paper products can go into the recycling bin. We’ve made this simple with articles full of recycling stats and facts, as well as a downloadable list with what can and can’t be easily recycled to alleviate these consumer concerns. Be sure to also follow Fibre Box Association and AF&PA on social media to see their recycling tips, too.
B2B CAMPAIGN

Choose paper-based packaging this holiday season

Due to the pandemic, consumers are being encouraged to shop online early to get their holiday packages in time for Christmas without incurring shipping delays. This means more boxes popping up on doorsteps needing to be recycled. To help remind brands and consumers about what to do with their boxes we have two new articles on HowLifeUnfolds.com that we’re promoting via social and digital. The first article explains how boxes help brands meet their sustainability goals and are preferred over plastic. Our “Unboxing the Facts,” story explains to readers how to recycle and reuse their corrugated boxes and includes 10 important recycling stats. Look for posts on Facebook, Twitter, LinkedIn and Instagram, as well as digital this month and through the end of the year.

Did you know? Corrugated fibers can be reused 7 to 10 times to make new boxes and other paper products. (corrugated.org)

“The Paper Makers” film resonates with industry and consumers

The industry film “Paper Makers,” which debuted in September, is generating impressive numbers thanks to the compelling stories of the industry’s foresters, mill workers and engineers that care for the land. Not only did people tune in to watch the full-length film, but this campaign also included three short videos and four articles shared via social and HowLifeUnfolds.com.

MEET the paper makers who entered the paper and packaging industry out of a love for our planet and a need to showcase its riches at howlifeunfolds.com/paper-makers

Did you know? Corrugated fibers can be reused 7 to 10 times to make new boxes and other paper products. (corrugated.org)
What’s new in the Sales Channel Toolkit

This month, with exciting new data provided by the Paperboard Packaging Council, you’ll find two new assets in the Sales Channel Toolkit about frozen food packaging. We’ve added a social-friendly infographic highlighting the recyclability of frozen-food folding cartons, as well as an article titled “Pretty Chill: New study shows that most frozen food cartons are recyclable.”

REQUEST ACCESS to the Sales Channel Toolkit at paperandpackaging.org/toolkit-request

If you know of anyone else in the industry who would be interested, feel free to forward them the link.

INDUSTRY NEWS & TOOLS

Industry Thank-You campaign generates 1.2M video views!

To celebrate the industry and its products, this month we’re running a social media campaign featuring our “Box’s Mission: To Deliver” commercial with a very special, updated ending. We’re thanking all of the essential workers for their tireless efforts providing families with the paper and packaging products we rely on every day.

WATCH the thank-you commercial at youtube.com/howlifeunfoldsppb

CONSUMERS PREFER SUSTAINABLE FOOD PACKAGING OPTIONS

Frozen food packaging is more recyclable than you think — and consumers feel great about doing their part.

90% OF FOLDING CARTONS, by the ton, sent to the frozen food sector last year were recyclable. ¹

69% AGREE they prefer paper-based product packaging to packaging made from plastic. ²

80% AGREE they feel recycling paper-based products of any kind is still worthwhile. ⁵

¹ Paperboard Packaging Council, 2020. ²-⁴ yr. average reflects average of scores across all Pew research conducted. Consumer Tracking Survey. Isobar, October 2019. © 2020 Paper and Packaging Board. ™ © 2020 Paper and Packaging Board. All rights reserved.

Paper & Packaging
How life unfolds*
Consumers are at the heart of recycling

We've spent decades remaking our practices from the ground up to produce products made from a renewable resource, and increasingly from fiber that is both recyclable itself and contains recycled content. But our commitment would not be enough if it weren't for the millions of ordinary Americans in millions of individual homes and apartments who, for thirty plus years, have kept the faith of the blue bin. Recycling takes recyclables. But more importantly, it takes recyclers.

**LEARN MORE** on my blog at paperandpackaging.org/blog