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Paper and Packaging Industry Marketing Campaign Amplifies Essential Products

Preference for sustainable paper material makes double-digit gains

MCLEAN, Va. (January 25, 2021) – In a year like no other, consumers experienced a transition to online shopping, learning, and working, but those aware of the Paper & Packaging – How Life Unfolds® campaign reported double-digit boosts in positive attitudes and perceptions of essential, sustainable paper and packaging products. New data from Isobar, a renowned market research company, revealed that consumers aware of the campaign prefer paper-based product packaging nearly 2 to 1 over plastic; and, 33%, or one in three, avoid plastic product packaging if they can.

The Attitude and Usage Tracking (A&U), conducted by Isobar in November 2020, measures the results of the Paper and Packaging Board's (P+PB) campaign and shows that 86% trust the products made by the paper and packaging industry, up 7 points over the five-year average. 84% view paper-based product packaging as an essential part of everyday life, up 14 points over the five-year average. 77% think more highly of companies that package their products in paper-based packaging, a 14% increase over the five-year average, and a 33% increase since the start of the campaign in 2015.

“At a time when the world quickly adapted to staying home and social distancing, online shopping and local food and grocery deliveries offered much needed solutions. Our data shows that consumers prefer paper-based packaging now more than ever. It’s safe, reliable and has brought the world to our doorsteps,” Mary Anne Hansan, P+PB president said. “In the past, people couldn’t wait to see what was inside of the package, but it seems this year they report appreciating what’s on the outside – the humble, easily recyclable box.”

Isobar’s 2019 Segmentation study for P+PB showed that 84% of consumers expressed concern over the environment; however, natural, paper-based materials offer a recognized antidote, with A&U data showing that 86% report corrugated boxes are easy to recycle and 87.3% agreeing that recycling paper-based products is still worthwhile.

The popular campaign continues to generate awareness for paper and packaging, generating more than 132M video views. Relevant content on www.howlifeunfolds.com attracted 2.8M visits and downloads from the website were up 116%, topping 150,000 as home-bound achievers searched for printable tools to help them learn, get organized and get inspired.

For more information about the findings, read the [2020 Impact Report](#) or learn more about the campaign at www.howlifeunfolds.com.

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About:

The Paper and Packaging Board promotes paper products and paper-based packaging as a planet-friendly choice that helps create a healthier planet. Forty-six U.S. manufacturers and importers collectively fund the national marketing campaign, www.howlifeunfolds.com.

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