Cheers to a more sustainable future as brands turn to innovative paper packaging

Millennials and Generation Z are demanding more sustainable products, and the boomer population increasingly follows their children’s and grandchildren’s lead. Eighty-four percent of consumers express concerns about the environment (Isobar Segment Deep Dive, 2019). That’s why, via social media and digital, we’re spotlighting the sustainability advantages of paper that are powering material innovation, especially in the beverage industry. From boxed water to paper bottles, we’re uncovering the shift to more sustainable packaging.

READ about some of these remarkable paper-based trends you might see at howlifeunfolds.com/resource-stewardship
Faces of the Forest series generates almost 10 million views to date!

“I feel very good about the future of forestry because, not only myself, but other people are managing forests now for sustainability.”
– Sally Hightower of Michigan

With our laser focus on sustainability this year, we’re re-launching our “Faces of the Forest” portraits of foresters from wood baskets around the U.S. to share our industry’s sustainable forestry stories. Thanks in large part to everything these individual and family foresters do, America grows twice as much wood each year as it harvests. It may sound surprising, but many consumers are unaware that paper and paper-based packaging are made from trees, which are natural, renewable resources. That’s why we’re reintroducing the stories of these passionate foresters in our “Faces of the Forest” videos.

FIND them on howlifeunfolds.com and our digital and social media channels

Sustainable Thoughts
From P+PB’s President, Mary Anne Hansan

We’re one of the most sustainable materials on the planet, so why has telling that story proved so elusive?

There was a story in the business section of The Washington Post a few weeks ago with the headline “How Big Cardboard is handling the 2020 box boom.” It was a largely positive look about how our industry is getting the most out of our supply chains to meet the unprecedented needs of Americans stuck at home far more than they’d like to be.

READ MORE on my blog at paperandpackaging.org/blog
As the nation stayed home, our industry and campaign remained out front

While 2020 was a year of uncertainty, the industry worked hard to keep the products people wanted on shelves and delivered the stuff of importance to front doors. P+PB’s messages reaffirmed the industry’s resolve, reminding consumers how essential our products and industry are to staying safe, healthy and productive. In 2021, we are ready to build on the momentum with messaging that continues to be right for the moment.

FOR FULL RESULTS, read through our 2020 Campaign Impact Report flipbook at paperandpackaging.org

The gap in preference for paper over plastic reaches all-time high

Using data from our latest Attitudes & Usage Study conducted by Isobar in November 2020, 26 new infographics have just been added to the Sales Channel Toolkit. Speaking to consumers’ increased preference for paper and paper-based packaging, as well as the industry’s positive reputation, these infographics are ready to support customer conversations, enhance your social media presence and inform presentations.

REQUEST ACCESS at paperandpackaging.org/toolkit-request
DATA TRENDS THAT MATTER

CONSUMERS TURN TO PRINT TO ALLEVIATE DIGITAL FATIGUE

U.S. printed book sales increased 8.2% in 2020 — their best year since 2010.*

Nov '17 62% 74% 65%
Nov '20 4-yr. avg.

I consciously make an effort to limit my/my family’s use of cell phones and other digital devices.**

* National Purchase Diary Panel Inc. (NPD Group). January 7, 2021
** 4-yr avg. reflects average across all 6 waves of research conducted. Consumer Tracking Survey, Isobar, November, 2020. © Paper and Packaging Board. TM, © Paper and Packaging Board. All rights reserved.

SOCIAL SPOTLIGHT AND SHARING

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