



Environmentally friendly is business friendly. Paper and paper-based packaging offer sustainable choices to boost business productivity, enhance brands and ensure safe delivery. Additionally, consumer preference for brands that lean green is changing the competitive landscape for companies large and small. Look to our industry for solutions that work!

# WHEN SUSTAINABILITY MATTERS – CHOOSE PAPER AND PAPER-BASED PACKAGING

## Sustainability from the ground up.

### REPLANT

Trees, unlike other resources, are renewable. Sustainable practices include harvesting and replanting trees to maintain the long-term health of our forests. Those forests preserve wildlife habitats, sequester carbon dioxide and offset greenhouse emissions.

**3.2 MILLION NEW TREES** planted every day in North America

United States Forest Service, 2018



**2 TIMES MORE**

Every year, forests in the U.S. grow twice as much wood as is harvested

Dovetail Partners Inc.

### RECYCLE

Recycling is key to an efficient sustainability cycle. By recovering paper and packaging fiber, our industry reuses it to make more paper and packaging.

**68%**

of paper is recovered/recycled



afandpa.org

**48%**

**RECYCLED CONTENT**

makes up the average corrugated box

corrugated.org



**96%**

of consumers have access to

**COMMUNITY RECYCLING**

afandpa.org



Corrugated fibers can be reused

**7 TO 10 TIMES**



to make new boxes and other paper products

corrugated.org

**75%**



believe recycling all forms of paper and fiber-based boxes is worthwhile

Paper + Packaging Board, Isobar, May 2019\*

# Consumers see paper and paper-based packaging as a sustainable, trusted choice.

Consumers not only associate premium quality and workplace productivity with paper and paper-based packaging. Buyers also increasingly support companies who demonstrate environmental responsibility with paper and fiber packaging to protect and ship products.



that because paper and packaging products are made from trees, a renewable resource, they are an environmentally smart choice.

Paper + Packaging Board, Isobar, May 2019\*



of millennials are willing to pay more for products from companies known for being environmentally friendly.

Nielson, 2015



that even as technology becomes more advanced, paper continues to play an important role.

Paper + Packaging Board, Isobar, May 2019\*



that when a company decides to package their products in paper-based product packaging, they think more highly of that company.

Paper + Packaging Board, Isobar, May 2019\*



**“People should feel proud about using paper and packaging.**

As children, we learned that trees are good for the environment because they take carbon dioxide and give oxygen. It’s more sustainable and renewable to harvest trees when they reach a certain age, and then replant, so we can keep this beneficial cycle continuing...for generations to come.”

**JORDYN GRAY**  
Gray Family Farms  
Windsor, NC

## How can we help your brand?

Ask your paper and packaging sales representative to help you create innovative paper and paper-based solutions that unpack less waste, greater efficiency and sales for your company. Choose sustainable, creative paper and paper-based packaging solutions. The earth will thank you, and so will your customers.

**Brought to you by the Paper and Packaging Board.** Our mission is to promote the use of paper products and paper-based packaging by highlighting the value they bring to our daily lives. The Paper & Packaging – How Life Unfolds® national marketing campaign shows how paper and packaging enhance business and personal productivity, creativity and learning, and help protect and deliver the food and goods we want.



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\*Isobar, May 2019. Data reported on Expressives aware of the campaign.

