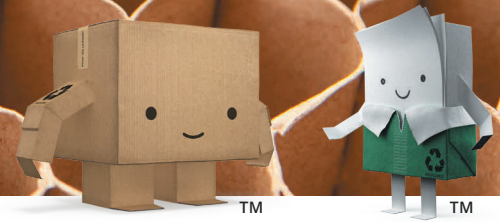


## Paper and Packaging Board Newsletter



**IN THIS ISSUE:** Consumer Campaign | B2B Campaign | Industry News & Tools | Social Spotlight  
Making an Impact | Pulp Magic Blog |

### CAMPAIGN HIGHLIGHTS

#### CONSUMER CAMPAIGN

## Paper and packaging — the soundtrack of your day

Do you hear that? It's the pop of the top of a cereal box, the beat of setting down a corrugated box, or the shaking of paper pulled fresh off the printer — from morning to night, the sounds of paper shape our everyday, productive lives. We're bringing them to the forefront of our consciousness this month in a new music video via our social channels and website. Not only do the sounds of paper enhance our day, but the sensory experience of paper informs how we feel about products and activities, driving purchasing decisions — it's science!

**CHECK OUT** the full-length video at [Youtube.com/howlifeunfoldsppb](https://www.youtube.com/howlifeunfoldsppb) and read an article on sensory marketing at [HowLifeUnfolds.com](https://www.howlifeunfolds.com).



*"Companies are starting to pay more attention to sensory marketing, but it's still new."*

LUCA CIAN, A PROFESSOR AT THE UNIVERSITY OF VIRGINIA  
WHO SPECIALIZES IN SENSORY MARKETING

## CAMPAIGN HIGHLIGHTS

### CONSUMER CAMPAIGN

## Casey & Page hit newsstands and the small screen this March!

Keep an eye out for Casey and Page on your TVs and in magazines this month. On March 12, the April issue of *HGTV Magazine* will hit stands with a new resource stewardship ad featuring Casey and Page. This ad will also run in *Smithsonian Magazine* on March 24, alongside a three-page advertorial about paper's great history and sustainable future, and feature an interview with a paper scientist from the Institute of Paper Science. Plus, advertorials will run in *Fast Co* (on sale March 17) and *Inc* (on sale March 24) focusing on paper packaging as the marketing solution to separate a brand from its competitors.

Also, find us on TV March 9-29, on networks including Discovery, ESPN, Food Network, HGTV, as well as Sunday morning news programming on ABC, MSNBC and NBC. Focusing on paper's role in workplace productivity and packaging protection, check out our commercials, Paper's Business Pitch and Box's Mission: To Deliver, on [YouTube](#), too.



**CHECK OUT** all of our print ads at [paperandpackaging.org/industry-resources/media-resources](http://paperandpackaging.org/industry-resources/media-resources).

### B2B CAMPAIGN

## Become a #RecyclingHero on Global Recycling Day, March 18

According to our latest survey, 79% of consumers agree that recycling paper-based products of any kind is still very much worthwhile despite local recycling changes. To continue to encourage people to recycle, we're celebrating **Global Recycling Day** which recognizes the importance recycling plays in preserving our primary resources and securing the future of our planet. Beginning this month (and continuing all year), we'll be running a series of infographics and social posts with recycling stats and simple tips to get people even more motivated to recycle.

**WATCH** our #HowDoIRecycle video series at [Youtube.com/howlifeunfoldsppb](https://www.youtube.com/howlifeunfoldsppb).

### CONSUMER ATTITUDES TOWARDS RECYCLING TREND POSITIVE.



**79%** AGREE recycling paper-based products of any kind is still worthwhile.

Consumer Tracking Survey. Isobar, October 2019. Percentage reflects average of scores taken across three categories of paper-based product.

## CAMPAIGN HIGHLIGHTS

### B2B CAMPAIGN

# Collaboration with premium egg distributor exceeds “eggspectations”

The Paper and Packaging Board tapped fellow checkoff the American Egg Board to identify egg packaging innovators like Handsome Brook Farm, a distributor of organic, pasture-raised eggs. Handsome Brook Farm uses the hybrid paper carton to project a premium brand image and protect their fragile product. Through videos that ran on Facebook, LinkedIn, Twitter and Instagram, the series garnered almost 400,000 video views and 350,000 likes, shares, clicks and comments!



**GO TO** [howlifeunfolds.com/innovation/handsome-brook-farm](http://howlifeunfolds.com/innovation/handsome-brook-farm) to learn more about how Handsome Brook Farm was able to bring their brand to life, or download the case study directly from our Sales Channel Toolkit!

## INDUSTRY NEWS & TOOLS

### Paper catalogs — the newest Sales Channel Toolkit sell sheet

Catalogs are the perfect vehicle for storytelling and provide customers with rewarding brand experiences and product information they trust.

**DOWNLOAD** our new catalog sell sheet directly from the Sales Channel Toolkit. Don't have an account? **REQUEST ACCESS** at [paperandpackaging.org/toolkit-request-today!](http://paperandpackaging.org/toolkit-request-today!)

#### BUSINESS + PERSONAL PRODUCTIVITY

**67%**  
**AGREE**

4 yr. avg\*

Printed catalogs inspire me with more ideas than browsing an e-commerce site




\*4 yr. average reflects average of scores across all 9 waves of research conducted. Consumer Tracking Survey. Isobar, October 2019. © Paper and Packaging Board. TM, © 2020 Paper and Packaging Board. All rights reserved.

# Social Spotlight & Sharing

**Graphic Packaging International, LLC**  
48,954 followers  
2h · 🌐

"Sustainability is in the very DNA of the forest products industry." We couldn't agree more! Really thoughtful piece from **Paper and Packaging Board** on how choosing paper to-go cups for your coffee is more than just 'okay'.

<https://lnkd.in/d/WXWlyg>  
#HowLifeUnfolds #paperboard #packaging #sustainability #circulareconomy #forestproducts



Enjoy your to-go cup of joe  
paperandpackaging.org

**Boise Paper**  
@BoisePapers

Businesses depend on products made from paper, like cardboard to ship their goods around the country. Find out more from @HowLifeUnfolds interview with these @Etsy entrepreneurs who rely on paper and packaging for their small business success:



5 Ways Paper & Packaging are Integral to Etsy Entrepreneurs' Businesses  
Responsible for 2 out of every 3 new jobs in the United States, small businesses play a large role in the American economy.  
howlifeunfolds.com

**Domtar**  
37,257 followers  
2h · 🌐

When Sustainability Matters Choose Paper! 🌱 #DomtarSustainability #SustainableForestry  
Infographic credit: Paper and Packaging Board

**WHEN SUSTAINABILITY MATTERS - CHOOSE PAPER AND PAPER-BASED PACKAGING**


CONSUMERS SEE PAPER AND PAPER-BASED PACKAGING AS A SUSTAINABLE, TRUSTED CHOICE.

<b>67% AGREE</b> Use recycled paper and recycled products are made from sustainable resources, they are an environmentally friendly choice!	<b>58% AGREE</b> Our resources are being used responsibly, products from recycled paper are being used responsibly.	<b>80% AGREE</b> Our use of technology, resources, more advanced paper, contributes to an important role!	<b>70% AGREE</b> Our use of technology, resources, more advanced paper, contributes to an important role!
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Paper & Packaging Board, October, May 2019  
Paper & Packaging Board, October, May 2019  
Paper & Packaging Board, October, May 2019

**Sappi North America**  
5,296 followers  
1h · 🌐

We've all used them, but their history has been a bit of a mystery. Paper and Packaging Board shares the full story behind everyone's favorite notebook.



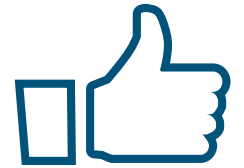
The Long History of the Marbled Composition Book  
howlifeunfolds.com

# RECYCLING IS MORE THAN JUST A FAD IN THE U.S.



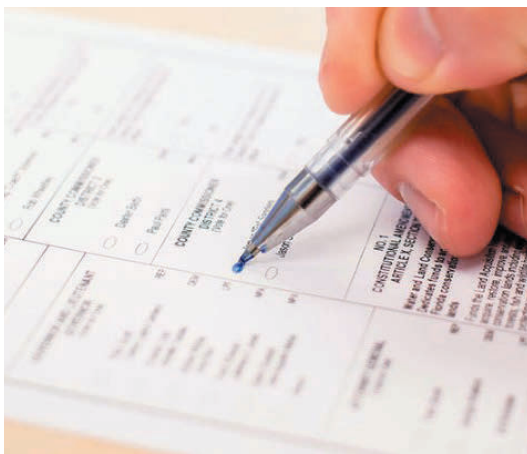
**72%** OF U.S. HOUSEHOLDS who have access are participating in **curbside recycling.**

**84%** OF AMERICANS view **recycling** as a valuable public service.



"2020 State Of Curbside Recycling Report." The Recycling Partnership, 2020.

# PULP MAGIC BLOG



By Mary Anne Hansan

## Can paper save the republic?

While self-government is a concept with a long history stretching back to the Greeks of classical antiquity, the mechanics of modern democracy is an ongoing story of technological advances.

VISIT [paperandpackaging.org/blog](http://paperandpackaging.org/blog) for the full story.

