

Paper and Packaging Board Newsletter

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CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

July ads promote sustainability and productivity

The July/August issue of Smithsonian Magazine hit newsstands on June 30, with P+PB's new resource stewardship ad, "Celebrate Tomorrow by Choosing Paper Today." Casey and Page remind consumers that paper is a renewable resource that is easily recyclable, making it a better environmental choice. Plus, now through August, we follow influencer Justina Blakeney on a digital detox journey using paper. Find her in digital ads and social media where she shares tips on how to unplug and stay productive using paper with her 435K Instagram followers.

FOLLOW @HowLifeUnfolds on **Instagram** to learn more!



"Even if I have no idea what the finished product is going to be like, I always just start with a single line on a single piece of paper."

JUSTINA BLAKENEY

P+PB's Annual State of the Campaign Webinar recaps six years of progress. Register now!

Join our President, Mary Anne Hansan, as she discusses the latest campaign impact data and the campaign's overall progress, as well as:

- A preview of what's still ahead in 2020, including information about our upcoming referendum.
- How P+PB shares content via a variety of media channels (i.e. social, digital, print, etc.) that engages and amplifies the industry's successes.
- P+PB's future: Driving a stronger focus on sustainability messaging in 2021

July 14 at 11:00 am
July 16 at 2:00 pm
July 20 at 11:00 am
July 22 at 2:00 pm

REGISTER for one of the 30-minute webinars at paperandpackaging.org



B2B CAMPAIGN

The secret to irresistible packaging – paper!

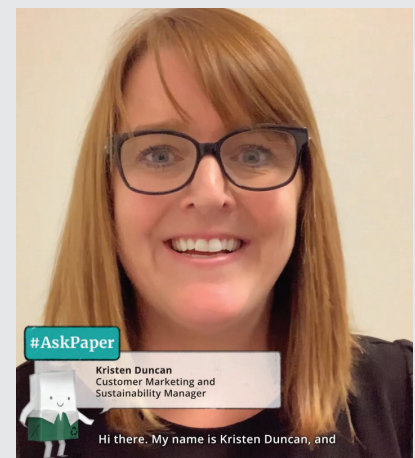
Consumers are more likely to buy brands that use paper or cardboard packaging instead of other materials (Ipsos). It's science! From innovation to sustainability to branding and more, our monthly series – #PoweredbyPackaging – inspires business-decision makers to take advantage of the many unexpected ways that paper packaging can empower their businesses and unbox delight. Articles about the benefits of packaging will run on all social media channels and in digital ads.

LEARN MORE about the benefits of paper-based packaging at howlifeunfolds.com/packaging-innovation

#AskPaper how it contributes to a more sustainable future

True or False? More than 90% of corrugated boxes in the U.S. are recovered for recycling. TRUE! And, nearly all corrugated boxes are used to make recycled paper products.

We're sharing unprecedented access to paper and packaging company experts on social media with a Q&A video series letting people #AskPaper anything. This series kicked off in April and runs until September with videos on Instagram and LinkedIn, including a downloadable true-or-false quiz on HowLifeUnfolds.com with surprising facts about how the paper industry works to minimize impact on forests and wildlife. And, this August, we are reaching a younger generation of paper enthusiasts with our "#AskPaper: College Edition" with paper science and engineering students.

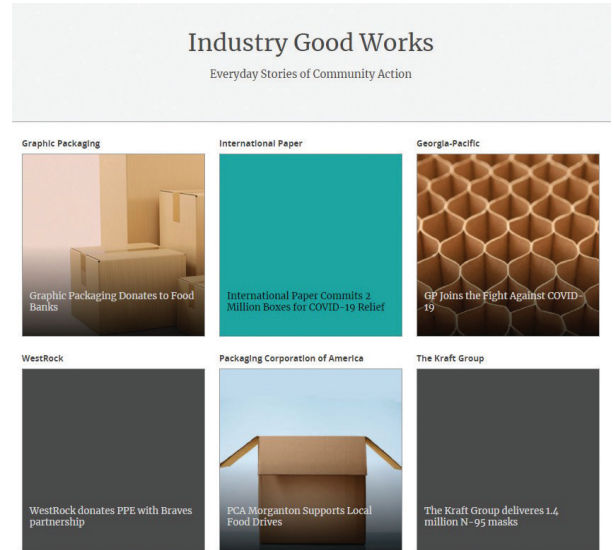


FOLLOW Paper and Packaging Board on [LinkedIn](#), and [@howlifeunfolds](#) on Facebook, [Instagram](#) and [Twitter](#) ([@Re_PPB](#)) to learn more!

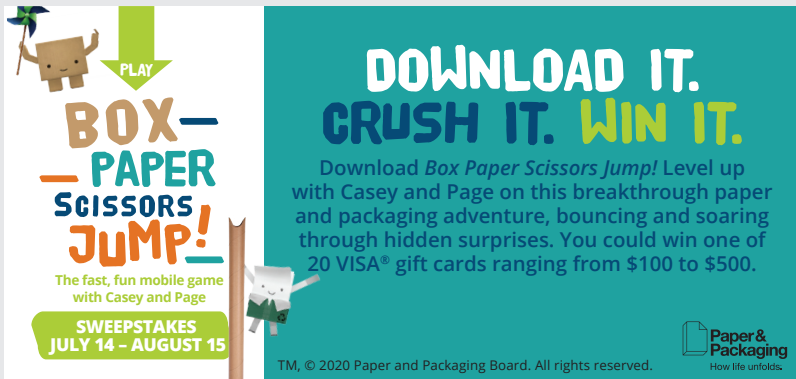
Industry Good Works: Highlighting everyday stories of community action

Welcome to the Paperandpackaging.org's Industry Good Works feature. From Covid-19 relief efforts to local food drives, this new page celebrates the unsung community good works our checkoff partner companies often quietly engage in. Share how your company and employees are going above and beyond to make a difference!

EMAIL alague@paperandpackaging.org and share your community spirit.



New mobile game highlights essential products. Plus, an opportunity for employees to celebrate their contribution.



To celebrate the industry and its products, we're launching a brand new mobile game in mid-July — *Box Paper Scissors Jump!* — featuring our dynamic duo Casey and Page! Employees from our partner companies can enter a sweepstakes and play this fun interactive game.

FOR ADDITIONAL INFORMATION, please email alague@paperandpackaging.org.

SALES CHANNEL TOOLKIT

Toolkit now features animations and social copy

From robust sales sheets to beautiful infographics, our Sales Channel Toolkit continues to grow! We know that being able to reach your customers digitally these days is a must, so to make sharing easier, we added copy suggestions to social-friendly assets. You'll also find new animated infographics to liven up your social media posts. And, as always, don't forget to tag @HowLifeUnfolds.

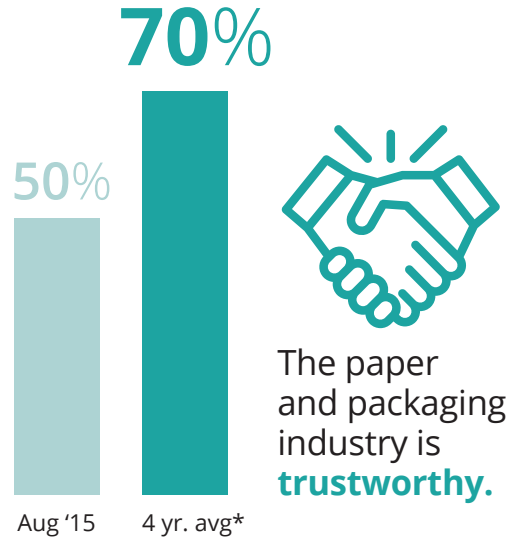
REQUEST ACCESS for the Sales Channel Toolkit at paperandpackaging.org/toolkit-request



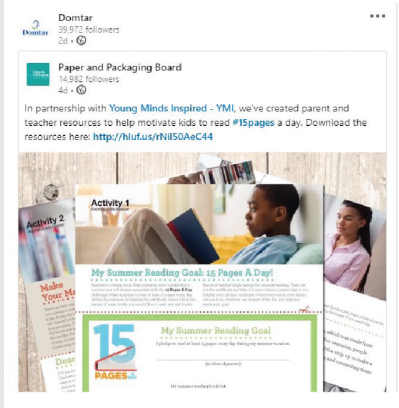
SOCIAL SPOTLIGHT AND SHARING

IMPACT DATA

Consumers continue to view the industry positively



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



PULP MAGIC BLOG



By *Mary Anne Hansan*

Letters from quarantine

During this uncertain time, it seems more and more people are writing letters. Why not get out a pen and paper and send something authentic and personal in the mail!

VISIT paperandpackaging.org/blog for the full story.



www.paperandpackaging.org
www.howlifeunfolds.com

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