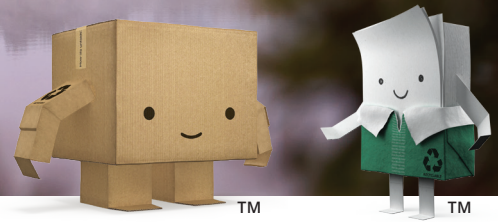


Paper and Packaging Board Newsletter



IN THIS ISSUE: Special Announcement | Consumer Campaign | B2B Campaign | Industry News & Tools | Sales Channel Toolkit | Impact Data | Social Spotlight | Pulp Magic Blog

CAMPAIGN HIGHLIGHTS

SPECIAL ANNOUNCEMENT

Releasing today – “Paper Makers” – a new film about the paper and packaging industry’s stewardship legacy

A new documentary-style film, “Paper Makers,” provides an intimate look into how the industry’s foresters, mill workers and engineers have cared for the land, working in tandem with nature for generations. “Paper Makers” looks at the philosophy and practices that have made the U.S. paper and packaging industry a vocal advocate for responsible land management and the protection of our planet’s most valuable resources.

MEET the paper makers who entered the paper and packaging industry out of a love for nature at howlifeunfolds.com/paper-makers



“It resonates in such a deep personal way. In the end... the paper industry is many things and its people are the soul. That ‘soul’ is the catalyst that makes the message more impactful and real to a viewer.”

BARAK BRIGHT, Director of Product Management at Clearwater Paper Corporation

CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Sustainability takes center stage in a new TV commercial this month!

TV drives brand engagement and increased search traffic on a large scale. From Sept. 7-27, we're introducing a new 15-second commercial featuring one of our *Faces of the Forest* videos repurposed just for TV, promoting paper and packaging's sustainability story.

Casey will also continue to appear on TV in our commercial, "Box's Mission: To Deliver," showing how packaging ensures your things arrive safe and sound. This is the last time our commercials will air this year, so don't miss them! Find us on networks like BET, Bravo, Comedy Central, Discovery, Food Network, HGTV and USA.



WATCH the video at howlifeunfolds.com/resource-stewardship/faces-forest-story-behind-series

B2B CAMPAIGN

#AskPaper Series: Featuring the future faces of the paper industry

What college major takes on elements from business to chemistry and opens the doors to many career paths? Paper and packaging science! This month, we're continuing to feature a younger generation of paper engineering undergraduates in our #AskPaper series with a special college edition collaboration. We're featuring 10 students from Clemson and NC State Universities who are answering commonly asked questions about their majors and why they want to join the paper industry. Short videos are running on Instagram and LinkedIn, directing people to a downloadable true-or-false quiz on HowLifeUnfolds.com with surprising facts about how the paper industry works to mitigate its impact on forests and wildlife.

WATCH all the #AskPaper: College Edition videos at hluf.us/DDsw50AXzj



"Paper is in every aspect of your life. And studying that and how to make it better and more sustainable is important."

MICHAEL ALCIVAR
student at NC State University

Coming next month: Paper and Packaging Board's continuance referendum

Our continuance referendum, scheduled October 12-23, is quickly approaching, and we're happy to report that the Paper & Packaging – How Life Unfolds® campaign produced record high consumer engagement and even stronger consumer preference for products and packaging made of paper. With more than 11B impressions and 282K social followers to date, we take our campaign to scale and deliver positive paper and packaging messaging. And, we've already started planning for next year, including a much bigger focus on our environmental stewardship messaging that resonates so well with our audience!

GET ADDITIONAL DETAILS about our referendum at paperandpackaging.org/Referendum

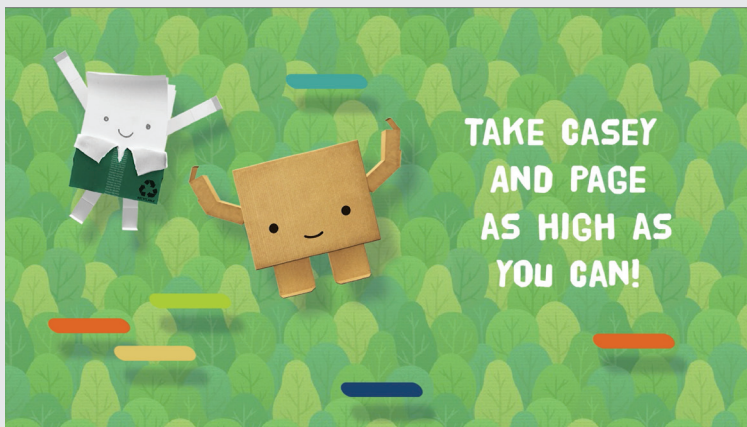


Industry Good Works page features everyday stories of community action

Welcome to the Paperandpackaging.org's Industry Good Works page. From Covid-19 relief efforts to school supply 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.

Box Paper Scissors Jump! New mobile game highlights essential products. Plus, employee winners named.



To celebrate the industry and its products, we launched a brand new mobile game — *Box Paper Scissors Jump!* — featuring our dynamic duo Casey and Page. Employees from our participating companies took part in a fun sweepstakes in conjunction with the launch. The contest recently ended with 20 winners across 7 different participating companies! Even though the sweepstakes portion of the mobile app is over, the game is open to all and free to download! To download, go to GooglePlay or App Store.

EMAIL alague@paperandpackaging.org for additional information.

SALES CHANNEL TOOLKIT

IMPACT DATA

When learning matters: Choose paper

CONSUMER RELY ON ONLINE GROCERY SHOPPING MORE THAN EVER

WHEN LEARNING MATTERS - CHOOSE PAPER

PAPER HELPS. KINDERGARTEN THROUGH COLLEGE AND CAREER, PAPER MAKES LEARNING STICK FOR A LIFETIME. Reading paper books and printed material, taking handwritten notes, following agendas, paper supports digital technology for productivity, memory and information retention. So keep paper in the mix when making procurement and office supply decisions.

PARENTS PREFER PAPER FOR THEIR YOUNG LEARNERS. Parents of kids of all ages recognize the difference paper makes in their child's academic, psychological, even physical development.

- 74%** of parents believe that **TAKING NOTES BY HAND SHOULD BE ENCOURAGED** in their child's education. *Source: Nielsen Report, June 2019*
- 91%** of millennial parents believe **READING 15 PAGES A DAY ON PAPER** can help improve a student's memory and language development. *Source: Nielsen Report, June 2019*
- 92%** of K-12 students believe **WRITING THINGS DOWN BY HAND** has helped their skill development skills such as hand-eye coordination. *Source: Nielsen Report, June 2019*

TO PLUG IN YOUR BRAIN, UNPLUG. When thousands of students were asked for a preference, nearly **2/3 OF CHILDREN CHOOSE PAPER OVER READING ON A DIGITAL DEVICE.** *Source: Nielsen Report, June 2019*

80% AGREE that it's important to "UNPLUG" FROM DIGITAL DEVICES ONCE IN A WHILE. *Source: Nielsen Report, June 2019*

WHEREVER YOU STUDY AND WORK, PAPER GETS THE JOB DONE. Productive habits from working on paper begin in the classroom and remain throughout college and career. Whether in the corner office or at the home desk, people reach for paper to take notes, create agendas, brainstorm and organize for busy paper to-do lists.

IN COLLEGE

- 81%** of college students say **THEY USE PAPER MATERIALS** such as flash cards, printouts, study sheets and printed lecture notes to prepare for exams. *Source: Nielsen Report, June 2019*
- 94%** of college students say **PAPER IS ESSENTIAL** to helping them achieve their academic goals. *Source: Nielsen Report, June 2019*

LIFELONG LEARNING UNFOLDS ON PAPER. "Learning and deep retention on paper complement digital platforms and thousands of teachers across the nation tell us they continue to value the clear, accessible path to learning that paper tools provide." *Source: Nielsen Report, June 2019*

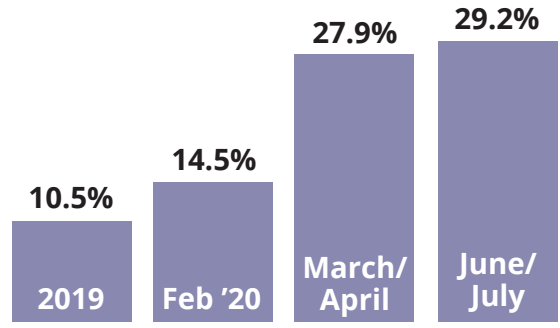
AT WORK

- 79% AGREE** that even as technology becomes more advanced, **PAPER CONTINUES TO PLAY AN IMPORTANT ROLE.** *Source: Nielsen Report, June 2019*
- 60%** of professionals **USE PAPER SPECIFICALLY TO MAKE THEM MORE PRODUCTIVE.** *Source: Nielsen Report, June 2019*

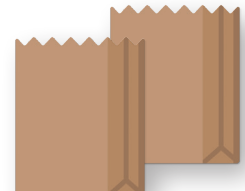
The smartest move is learning and working on paper. And good paper and package design is responsible for helping you customers love paper benefits people throughout their lifetime, at school, home and work.

Strength to join the Paper and Packaging Board. Our mission is to promote the use of paper products and paper-based packaging by recognizing the value they bring to our industry. The Paper & Packaging Board is a national not-for-profit organization. Our paper and packaging members and partners in industry, academia and research, and help protect and advance the best and greatest work.

Paper & Packaging
How life unfolds.



Weekly Online Shopping Spend
(as a % of total grocery shopping)



65% PREFER paper shopping and grocery bags to plastic²

² Based on FMI's special U.S. Grocery Shopper Trends COVID-19 Tracker conducted by FMI and The Hartman Group. Paper+Packaging Board, Isobar, October 2019.

Kindergarten through college and career, paper makes learning stick for a lifetime. Reading paper books and workbooks, taking handwritten notes and studying printed material all encourages focus and helps boost retention and memory. Download our new learning sell sheet and open your customers' eyes to the data on the benefits of learning and working on paper.

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

PULP MAGIC BLOG



By Mary Anne Hansen



Together, we make Paper, Packaging and Progress.



Stories that grab headlines, and results that stack up.

No one speaks louder for our industry like the Paper and Packaging – How Life Unfolds® consumer campaign. And it hasn't happened by chance. Today's impressive numbers are the result of rigorous research, a smart strategy and careful audience targeting to reach consumers and customers that matter.

TAKE A CLOSER LOOK at our campaign as we gear up for our continuance referendum on my paperandpackaging.org/blog



www.paperandpackaging.org
www.howlifeunfolds.com

TM, © 2020 Paper and Packaging Board. All rights reserved.

