

Paper and Packaging Board Newsletter



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

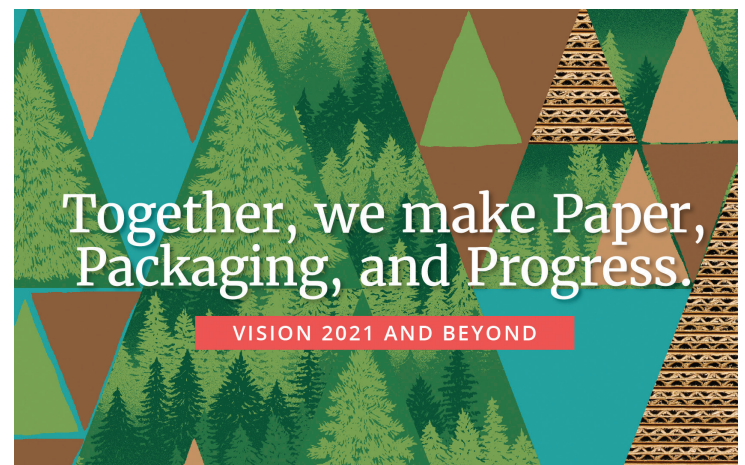
CAMPAIGN HIGHLIGHTS

SPECIAL ANNOUNCEMENT

New research guides Paper and Packaging Board's 2021 path forward

Our latest research shows 84% of consumers express concerns about the environment. They are increasingly worried about the impact their buying decisions have on their community and planet. With this knowledge, we've pinpointed the specific messages that resonate with consumers allowing them to view our industry and its products as part of the environmental solution. Now is the time to share our values and reinforce our products' core sustainability benefits.

And we've already started! Last week, we joined forces with Fastmarkets RISI to reveal the Paper and Packaging Board's sustainability focus for next year. More than 160 industry leaders across the nation listened to CEO panelists Steve Voorhees (WestRock), Mike Doss (Graphic Packaging International), Julie Schertell (Neenah), Dee Allsop (Heart+Mind Strategies) and our own Mary Anne Hansan, as they discussed the value and future of stewardship messaging.



Plus, our continuance referendum is this month from October 12-23. The campaign generated more than 11B impressions over six years and garnered 282K followers on social media to date – it's no wonder consumers turn to products and packaging made of paper!

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

CAMPAIGN HIGHLIGHTS

CONSUMER CAMPAIGN

Paper is key to fighting digital fatigue among today's remote workers

Our second annual Workplace Productivity Report uncovers the challenges facing remote workers today where kitchen counters and coffee tables are the new norm. We found that since going remote, 73% of the 2,000 workers surveyed face digital overload, with more than half turning to paper to organize their thoughts, prioritize tasks or to relieve stress. Plus, with coverage from media outlets including *Inc.*, *The New York Post*, *The Chicago Tribune* and Yahoo, the report drives home the point that paper is essential when working from home.



FIND a short video and printable infographic report highlighting our key findings at howlifeunfolds.com/personal-productivity

B2B CAMPAIGN

"Paper Makers" – New industry film generates 2.2M video views to date!

The industry film "Paper Makers," which debuted on September 9, is already generating impressive numbers with 2.2M video views, 14M impressions and almost 600K engagements (likes, shares and comments on social media) thanks to the compelling stories of the industry's foresters, mill workers and engineers that care for the land. "Paper Makers" looks at the 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



"I really felt connected to these individuals, and I believe others who are not in the paper and packaging industry will feel this same connection."

LAURA HREBENAR LONG, Sr. Manager, Sustainability & Product Stewardship at Verso Corporation

National Manufacturing Day thanking the industry's essential workers

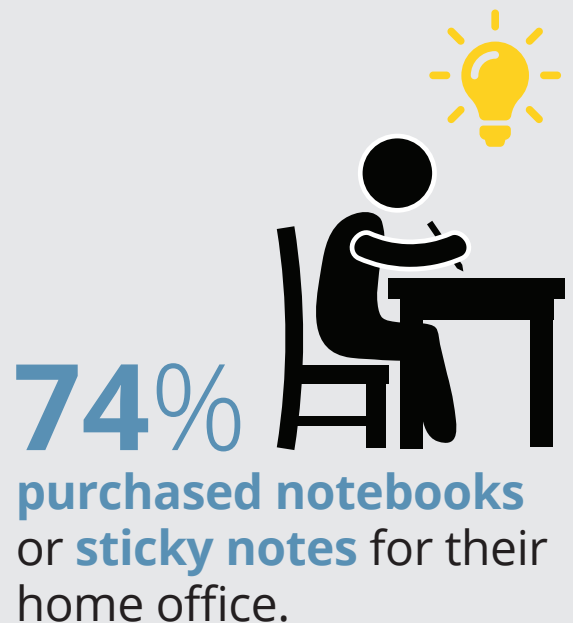
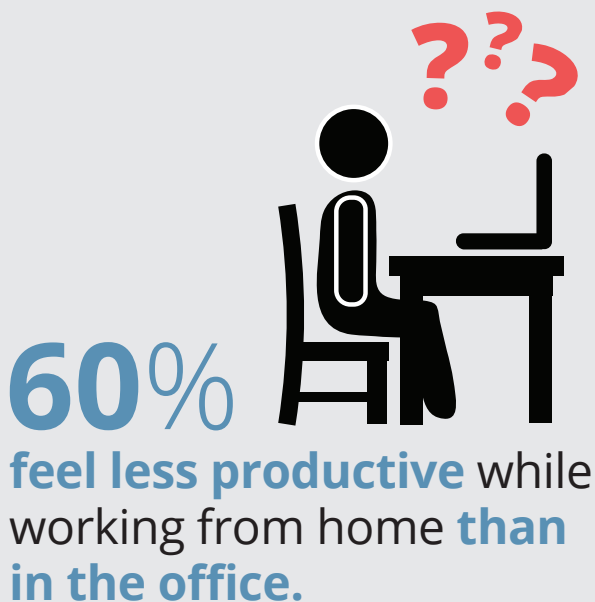
To celebrate the industry and its products, this month we're running a social media campaign featuring our "Box's Mission: To Deliver" commercial with a very special, updated ending. We're thanking all of the essential workers for their tireless efforts providing families with the paper and packaging products we rely on every day.

FIND this updated commercial on [Facebook](#), [LinkedIn](#) and [Twitter](#) now.



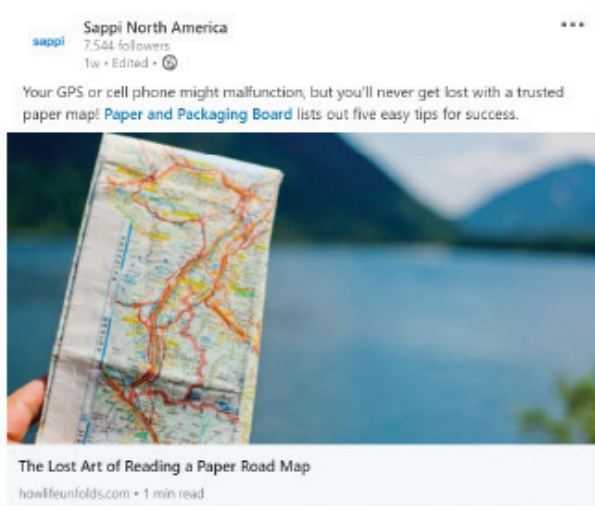
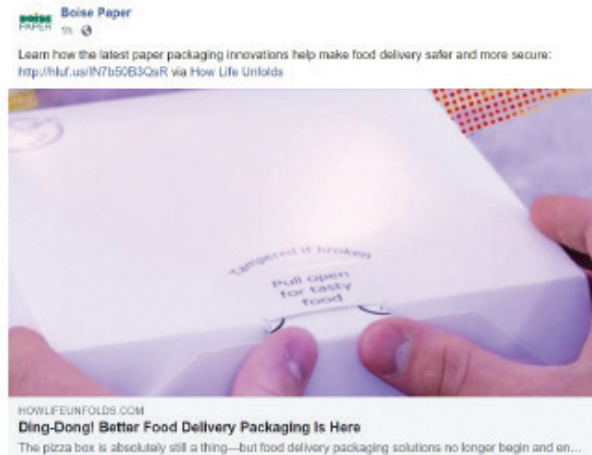
IMPACT DATA

Remote workers are using paper to enhance their home offices.



According to a survey of 2,000 employed Americans who work remotely due to office closure. Survey commissioned by © 2020 Paper and Packaging Board. All rights reserved.

SOCIAL SPOTLIGHT AND SHARING



PULP MAGIC BLOG



By Mary Anne Hansan



Together, we make Paper, Packaging and Progress.



The environment is top of mind. Together, we are part of the solution.

When people feel like they are part of the environmental solution by choosing paper products, their preference for products made of paper increases. They feel good about what they're buying, and therefore, they buy more.

LEARN MORE as we gear up for 2021 on my blog at paperandpackaging.org/blog



www.paperandpackaging.org
www.howlifeunfolds.com

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

