



Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold

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CAMPAIGN HIGHLIGHTS

Celebrating sustainability and Women’s History Month with “Paper Makers”

Since March 1987, Women’s History Month honors the achievements made by women in a variety of fields – and the paper and packaging industry is no exception. This month, we’re sharing a short video excerpt from our documentary-style film, “Paper Makers,” featuring Malisa Maynard, an environmental safety and sustainability professional whose family forestry legacy began three generations ago. Find Malisa’s story via our social media and digital ads to hear her speak to the natural and renewable qualities of paper and to celebrate the contributions of women in our industry.

“Paper Makers,” first released in September 2020, has generated more than 14 million views to date.

GO TO howlifeunfolds.com/paper-makers to watch the film and learn more



“People are starting to realize that paper products are made from a renewable resource making them a very sustainable choice. ...When we procure wood from certified sources, we are essentially replanting forests.”

MALISA MAYNARD

CAMPAIGN HIGHLIGHTS

P+PB's 2020 holiday campaign reached more than 23M consumers



During the 2020 holiday season, online sales grew 49% compared to 2019. As consumers stayed home, they counted on our products to deliver more than ever. With this in mind, we shared recycling, reuse and ecommerce content on our social and digital channels, directing consumers back to [HowLifeUnfolds.com](https://www.howlifeunfolds.com) for tips and tricks on recycling and fun facts about the sustainable benefits of paper and paper packaging. Our holiday campaign reached over 23M consumers and received more than 300K video views. In January, we continued to reinforce this messaging by promoting an article and downloadable with recycling stats and facts around paper, paperboard food containers and shipping boxes.

LEARN MORE about the sustainable benefits of paper and paper packaging at [howlifeunfolds.com/resource-stewardship](https://www.howlifeunfolds.com/resource-stewardship)

Celebrate our sustainable products and industry forest stewardship

As Spring unfolds, it's time for Casey and Page to once again celebrate our industry's sustainable roots on Earth Day (April 22) and Arbor Day (April 30). Last year we encouraged audiences to take #TreeSelfies, and this year we have another fun surprise up our sleeve. Stay tuned to learn more about Casey and Page's next great adventure – TikTok!

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Digital Escape: Why magazines are experiencing a surprise renaissance?

One of the surprises of this extraordinarily difficult year has been the relative strength and vitality of printed pieces of all kinds, especially print magazines. So we tracked down Samir Husni, a well-known magazine enthusiast to find out more.

READ MORE on my blog at paperandpackaging.org/blog



Box Paper Scissors Jump! mobile game busts sustainability myths

Not everyone knows that 3.2 million new trees are planted in North America every day. Or that 93% of corrugated containers are recovered for recycling. These are just some of the important facts that have been added to *Box Paper Scissors Jump!*, our fast, fun mobile game featuring our hardworking industry and essential products. Only available to our employees last summer, we've decided to open the app up to everyone. Adding a series of fun facts about the industry's sustainable practices, the game entertains while educating about the health of U.S. forests and recycling.

DOWNLOAD it on the **App Store** or **Google Play** and share your industry pride with friends and family!

SALES CHANNEL TOOLKIT

NEW SELL SHEET: Brands are flipping over what magazines do for sales

New to the Sales Channel Toolkit is our magazine sell sheet which speaks to the advertising benefits of print publications. Magazines are a multi-sensory experience, stimulating our eyes, smell and sense of touch all at one time – which is part of the reason why there were 228.7M magazine readers in the U.S. in 2019 alone. Learn more by downloading this free resource from our toolkit.

WHEN HITTING YOUR TARGET MATTERS - CHOOSE YOUR TARGET

Consumers love magazines. So brands love magazines. **NEW MAGAZINE TITLES MEET INCREASING DEMAND.**

6.6% INCREASE in print and digital MAGAZINE AUDIENCES in 2019

TOP-10 CONTENT CATEGORIES for Audience Growth

1. Sports
2. Business & Finance
3. Entertainment
4. Education
5. News
6. Home Service
7. Women
8. Health & Wellness
9. Automotive
10. General Editorial

PAGE AFTER PAGE, MAGAZINES ARE A TRUSTED SOURCE.

When comparing all magazines, websites and all approved television networks, magazine readers rate magazines at least 8 percentage points higher than websites and TV for trust and accuracy.

58% of readers say they **TRUST MAGAZINES TO TELL THE TRUTH**

Sitting down with a printed copy of a magazine is a **REWARDING EXPERIENCE**

Magazines	75%
Websites	79%
TV ads	78%

DON'T GLOSS OVER MAGAZINES' INFLUENCE ON PURCHASING DECISIONS.

Brands bank on the trustworthiness of this medium to persuade readers to take action and buy - for a return on the advertising dollar that's greater than to and digital.

Highest overall return on ad \$5. **\$6.51** COMPARED TO **\$3.23** on TV **\$2.43** on Digital

67% AGREE Magazines deliver a more **POSITIVE AD EXPERIENCE** than any other medium including digital

1/3 say magazine ads **HELP THEM MAKE PURCHASE DECISIONS**

AND CONSUMERS FEEL GOOD ABOUT RECYCLING!

79% of readers feel good about recycling

88.3% of readers feel recycling paper products of any kind is still worthwhile.

Paging all marketers! Put magazines to work for you.

All your paper sales representative how to grab headline returns on your investment dollars with the advertising power of magazines.

Paper & Packaging Board www.paperandpackaging.org

"Magazines are the best reflectors of society and are the permanent reflectors - magazines are a permanent record. No one can hack it, change it or correct it. Print is proof!"

SAMIR "MR. MAGAZINE™" HUSNI, PH.D.

GO TO paperandpackaging.org/toolkit-request to gain access to an entire database of similar sales enablement materials.

DATA TRENDS THAT MATTER

I feel recycling paper-based products of any kind is still worthwhile

2019 avg.

79%

2020 avg.

87.3%




Consumer Tracking Survey, Isobar, November, 2020. © Paper and Packaging Board. © 2021 & © Paper and Packaging Board. All rights reserved.

SOCIAL SPOTLIGHT AND SHARING

Boise Paper
12,064 followers
3w •


Sustainability, personalization and e-commerce all ladder up to a shift in a consumer's expectations, and that expectation drives innovation in packaging. Learn more about beverage packaging innovations that we can all cheer for via [Paper and Packaging Board](#). #packaging #sustainability



Meet the Sustainable Darling of the Beverage Industry: Paper Packaging
howlifeunfolds.com • 3 min read

NPTA
@goNPTA

When so much pizza comes delivered or served in a box, how can its packaging maintain, or even enhance, the taste and quality of the pie? In this video from @HowLifeUnfolds, pizza expert Scott Wiener discusses the evolution of the pizza box. Read more: bit.ly/2Nf7YrW



Packaging Innovator Series:
THE PIZZA BOX STORY

2:38 PM · Feb 19, 2021 · Twitter Web App

Seaman Paper · Follow
March 2 at 9:45 AM •

An Environmentally Smart Choice
Americans increasingly value #sustainability. According to How Life Unfolds, conscious... See More



67% of Americans agree that because it is made from trees, a renewable resource, paper-based packaging is an environmentally smart choice.

Source: Paper and Packaging Board, Isobar

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International Paper
288,286 followers
6d •

Caring for forests doesn't just include the trees, it also includes the animals! Learn how foresters are helping various species thrive via [Paper and Packaging Board](#) here: <http://hluf.us/6CSB50DGWbq> #WorldWildlifeDay



Sustainable Forestry Encourages A Thriving Wildlife
howlifeunfolds.com • 2 min read

