



Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold

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CAMPAIGN HIGHLIGHTS

Print advertorials help us tell richer stories and engage consumers

Even as tech becomes more advanced, 85% of consumers feel that paper continues to play an important role. And telling our story in print has been an integral part of our strategy since the start. This month our “Circle of Care” brand ad combines with advertorials to create a powerful print feature in publications such as *HGTV*, *Food Network*, *Bloomberg Green*, and *Rolling Stone*. These ads help consumers understand that when they choose paper products, they are creating a healthy market for forest products, which in turn encourages forest owners to plant more trees.



This adjacent editorial caters to each individual magazine audience from learning how to use cardboard in your garden with *HGTV*, to creating the perfect Thanksgiving meal with touches of paper elements in *Food Magazine*, to choosing sustainable paper packaging while online shopping in *Bloomberg Green*.

FOLLOW @HowLifeUnfolds on TikTok, Instagram, Facebook and Twitter for the latest on our print ads!

P+PB's Rolling Stone Partnership Up Close

The campaign takes the power of print online to reach our custom consumer audience in innovative ways. P+PB's new integrated partnerships with leading publications educate consumers on how the paper industry continually drives sustainability through good forest stewardship and new innovative paper-based products. In a collaborative partnership with *Rolling Stone*, they are helping us spread the word about how our industry cultivates sustainability in "Here's How the Paper Industry is Cultivating a More Sustainable Tomorrow." The article explains how our industry is investing in the future through its heedful care of forestlands and continuous innovation of the recycling cycle. Another fun online read from our Rolling Stone partnership, "The Environmental Revolution Comes to Music Festivals", tells the story of paper innovation at music festivals. These articles, whether online or in print, share the deep impact the paper industry has in creating a more sustainable tomorrow in all avenues of life.



Rolling Stone

LEARN MORE about our campaign at PaperForNature.com

New Faces of the Forest video share the story of a Virginia paper mill close to the community's heart!



Our highly successful Faces of the Forest video series has a new installment. This time we meet the community of rural Bedford County, VA which is home to a 130-year-old mill and wartime heroes. Rich in history, this community's paper mill serves as the lifeblood of the community where people came together during times of peace and war throughout the decades. Look out for the video set to launch later this month to learn about how this Virginia paper mill provided jobs for generations of families and what it's doing now to support its surrounding environment. Since the launch of the video series in 2017, Faces of the Forest continues as some of our most popular content and we're excited to reintroduce the stories of these passionate industry members. **KEEP A LOOK OUT** for the latest installment launching this month!

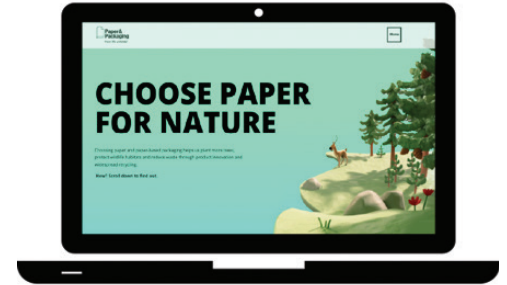
"The men and women who work here are the environmentalists. We are the conservationists. We want to use all of that national resource, all of the tree. We will place three more to replace the one that we harvested."

CHRIS HUGHES, PUBLIC AFFAIRS MANAGER

CAMPAIGN HIGHLIGHTS

PaperForNature.com draws consumers into untold stories of paper sustainability

PaperForNature.com, our consumer-centric, mobile enhanced microsite, allows for a deeper exploration of our industry's sustainability story in a uniquely immersive experience. Told alongside whimsical and colorful animation, users learn about how choosing paper and paper-based packaging helps plant more trees, protect wildlife and reduce waste through innovations. This bright and lively site is perfect for a quick scroll or a deep dive – any amount of time devoted to learning about our sustainability actions contains value. Check it out!



VISIT [PaperForNature.com](https://www.paperfornature.com) to learn more

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Celebrating the 130 Year History of the Big Island, VA Paper Mill

In the early days of COVID, Americans left the city and suburbs in record numbers for more rural communities as technology enabled safer telecommuting and less dense areas offered initially low COVID infection rates. That new lens on rural America made the story of Georgia-Pacific's Big Island mill in rural Bedford County, Virginia a particularly interesting Faces of the Forest video prospect.

READ MORE on my blog at [PaperAndPackaging.org/blog](https://www.paperandpackaging.org/blog)

INDUSTRY NEWS

Quarterly Mill Newsletter Shares the Industry's Planet Forward Messages with Employees!

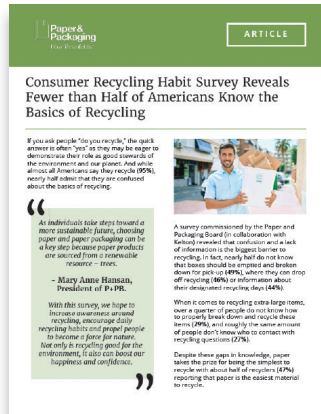
Shipped to over 250 mills, our Quarterly Mill Newsletter is printed and sent to mills and facilities around the U.S. This special edition included a fun campaign-themed poster to thank and acknowledge employees for all that they do and for being a force for nature.

LOOK OUT for the newsletter in your mills and facilities or read our online version!



What's new in the Sales Channel Toolkit

Our industry's recycling story continues to resonate with your customers. Revealing how sharing important data about paper-based products sustainability can create an impact for our industry's reputation. You'll find two new recycling-focused assets on the Sales Channel Toolkit which educate about both the consumer recycling story and the consistent effort to reuse fibers. Sign up for the Sales Channel Toolkit and download the article on our new recycling survey results and an infographic about paper recovery.



REQUEST ACCESS for downloads at PaperAndPackaging.org/toolkit-request

DATA TRENDS THAT MATTER



In July, total paper recovery for **recycling** was up an **impressive 8.9%** year-to-date.



In the United States, approximately **80% of paper mills use some recycled paper fiber** to make renewable paper products.

AF&PA, 2021 Press Release

SOCIAL SPOTLIGHT AND SHARING

