



8200 Greensboro Drive
Suite 1175
McLean, VA 22102
(703) 935-8590

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Media Contact: Patti Boerger
703-935-5386
pboerger@paperandpackaging.org

Consumer Preference for Sustainable Paper-Based Materials at All-Time High
Paper and Packaging Board Releases 2021 Campaign Impact Report

MCLEAN, Va. (February 9, 2022) – The Paper and Packaging Board (P+PB) released its [2021 Campaign Impact Report](#) highlighting consumers’ preference for paper-based product solutions, ease and importance of recycling, and consumer enthusiasm for paper despite their reduced use.

P+PB’s 2021 campaign reinforces the positive connection consumers have with paper’s planet-first benefits. New ads show consumers what their recycling becomes and how often it can be recycled and a habits expert, Wendy Wood, Ph.D., educates consumers on how to make paper recycling a regular habit.

Included in the report is new data from P+PB’s November 2021 Attitudes and Usage Tracking survey by Isobar, a prominent global market research agency, showing that consumers in the campaign’s “Expressives” target audience, increasingly have stronger feelings toward the paper and packaging industry. Highlights include:

- 81% of respondents believe that paper-based product packaging is an essential part of everyday life, compared to 59% in July 2015.
- 68% believe that corrugated cardboard boxes are essential to the way they live their lives compared to 55% in July 2015.
- 83% believe the paper industry makes innovative products compared to only 66% in July 2015.
- 76% believe the paper industry is trustworthy compared to 61% in July 2015.
- 60% see paper as part of the environmental solution while 53% see plastic as part of the problem.

“We are fine tuning how we tell our story so that the simple truths about forests and recycling are easily understood and reinforces our audience’s good feelings about using our products,” said Mary Anne Hansan, President of P+PB. “We will also continue to champion paper and packaging companies’ role in growing forests, a less well understood story we think is important to get into the larger narrative about the health of trees in the U.S.

Recent campaign advertising, including a new Pixar-like animated rap song, *More Paper, No Problem*, can be viewed on [YouTube](#) as well as the [It’s Game Night](#) episode on *Baking with Josh and Ange* featuring paper. P+PB partnered with the show hosted by celebrity Angela Kinsey, an actress known for her role on *The Office*, the top streamed series in 2020.

About Paper and Packaging Board

The Paper and Packaging Board promotes the sustainable nature of paper and paper-based packaging to showcase how good consumers can feel about choosing paper for a healthier planet. Forty-seven U.S. manufacturers and importers collectively fund the national marketing campaign, www.howlifeunfolds.com.

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