



PAPER AND PACKAGING BOARD NEWSLETTER

Helping a Sustainable Planet Unfold

IN THIS ISSUE: Campaign Highlights | Industry News | Sustainable Thoughts | Innovations | Data Trends That Matter | Social Spotlight

P+PB's national sustainability-focused marketing campaign highlights how paper and packaging's sustainable nature, the industry's environmental practices and investment in recycling contributes to a healthier planet.

CAMPAIGN HIGHLIGHTS

New Print Ad Aligns Human Health with Forest Health

Peace of mind, thanks to healthy forests, is a vital campaign message that resonates with consumers. Casey, our fun animated character, stars in print ads in People and Food Network magazines, showing how healthier forests means a healthier you. The playful ad not only educates consumers about how the industry works with private landowners to grow and maintain forests, but also how choosing paper further supports growth of this renewable and precious resource.

FOLLOW the campaign [@HowLifeUnfolds](#)



CAMPAIGN HIGHLIGHTS

Recycling Scavenger Hunt Makes Learning Interactive

Focusing on our research findings that it's easier to make recycling a habit when more people in the household are involved, we created a scavenger hunt printable that makes it easy for parents, relatives, caregivers and teachers to show kids that many of the paper products in their homes can be recycled. We encourage kids to have fun looking in the kitchen cabinets, bathroom and homework area as well as finding a shipping box sitting by the door!



LEARN MORE at howlifeunfolds.com/recycling



Pack It! Is a Summer Hit

Our Pack It! Packaging Recycling Design Challenge digital series exceeded our expectations in August—a popular vacation month—with an impressive 260,000 consumers viewing the 11-minute episodes from our ads. The two-episode YouTube series is where contestants went head-to-head in a challenge to redesign an innovative, recyclable paper-based meal delivery kit and beauty subscription box taking the paper packaging to a new level. Stay tuned for new episodes in mid-2023.

WATCH the series on our YouTube channel [@HowLifeUnfolds](https://www.youtube.com/@HowLifeUnfolds)

UPCOMING EVENTS Where You Can See Us!

- Paper Meets LIVE!** – Oct. 11-13 | Clearwater Beach, FL
- PACK EXPO** – Oct. 23-26 | Chicago, IL
- AF&PA President's Forum** – Nov. 2-4 | Boca Raton, FL

Virtual Reality Helps Brings a Sustainable Future to Life at PACK EXPO

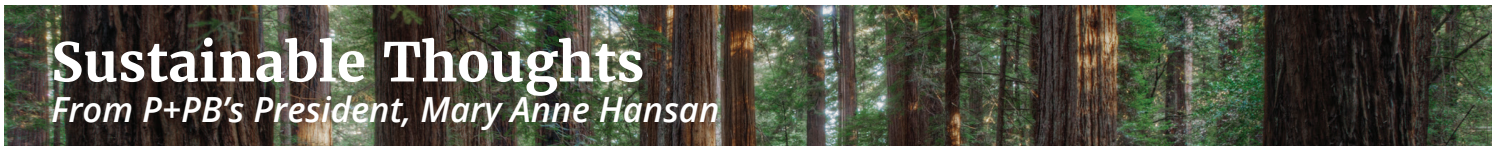
As Doc said in the Back to the Future movie, "If you're gonna build a time machine into a car, why not do it with some style?" And that is exactly what we are doing at PACK EXPO's special PACK to the Future exhibit to engage visitors and encourage participation in our new residential recycling program Box to Nature. Those who visit our booth can take a trip to a sustainable future in a time-traveling corrugated sportscar with our virtual reality experience. Box to Nature encourages box manufacturers and e-commerce brands to print a reminder graphic on their boxes to promote consumer recycling.



October 23-26, 2022 • McCormick Place Chicago, Illinois USA

*If you are in Chicago, time travel with us at **Booth 23000!***

LEARN MORE at packexpointernational.com



Sustainable Thoughts From P+PB's President, Mary Anne Hansan



With A Busy Q4 Ahead, It's Time for Box to Nature

One of the first homework assignments I gave myself when the Paper and Packaging Board decided to allocate all its resources to communicating the industry's sustainability proposition was to dig into our country's recycling system. As many of you will know, that's not a simple task!

READ MORE on my blog at PaperAndPackaging.org/blog

INNOVATIONS

Clean Clothes and a Healthy Environment with Detergent Packaging

There are simple ways to reduce the amount of waste we create in our daily routines, even down to the way we do our laundry. From zero waste single-use options to biodegradable ingredients, the movement towards renewably sourced paper packaging is trending in the cleaning world as many detergent brands move away from plastic packaging.

SEE MORE paper innovations at howlifeunfolds.com/packaging-innovation



DATA TRENDS THAT MATTER

Thinking Inside the Box

Consumers Preference for Boxes



When given the choice between receiving an online order in a box or a poly bag

81% of all respondents prefer boxes

Top Reasons Why People Prefer Boxes

32% reuse the box

32% more eco-friendly option

36% boxes provide better protection

Source: Dotcom Distribution 2022 E-Commerce Survey

SOCIAL SPOTLIGHT AND SHARING

September is National Preparedness Month in the U.S. Though it's not pleasant to think about natural disasters, it's important to be prepared. Learn how you can use #paper as you plan via @HowLifeUnfolds. ow.ly/hSBN50Kw8wM #beprepared #NPM2022 #beready

Make a plan to prepare for disasters

FEMA Ready

This site from the Paper and Packaging Board @HowLifeUnfolds promotes forest bathing while also encouraging the use of paper products "Connect to Nature with Forest Bathing and Paper" Really?

howlifeunfolds.com
Connect to Nature with Forest Bathing and Paper
In this guide, find out how to forest bathe and don't forget to pack a nature journal for your next outdoor excursion.

Have you seen the Paper and Packaging Board's new series Pack It! the #RecyclingDesignChallenge?

Check out episode 2 to find out who will make the most recyclable packaging design for a meal delivery box. Contestants' designs are judged by guest judge, Nicholas Rico from Sunbasket, on their recyclability, innovation and protective features.

Catch up on this episode and follow the competition here. <https://bit.ly/3UmZooB>

Start the school year off with a fun recycling challenge! @HowLifeUnfolds gives you the tools to promote a recycling habit both at home and at school with a printable scavenger hunt. Get started here: bit.ly/3qy5gNU #recycleright #backtoschool

howlifeunfolds.com
Make Recycling Education Fun with a Recycling Scavenger Hunt
Back-to-school season can create a lot of paper waste, so make recycling at home a fun activity with our recycling scavenger hunt printable for kids!

