



Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold

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

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

Good Morning America Shares Tips Ahead of Big Game

Ahead of the big game this Sunday, we scored a televised segment on Good Morning America's afternoon show, GMA3, to demystify common concerns game night hosts may have for recycling paper items after the party. We partnered with zero-waste influencer Kathryn Kellogg to highlight the recyclability of pizza boxes and celebrate the use of paper for every occasion. Viewers had the chance to win gift cards for a post-party cleanup – and to feel more confident about what they can recycle!



WATCH the segment now at youtube.com/@GMA

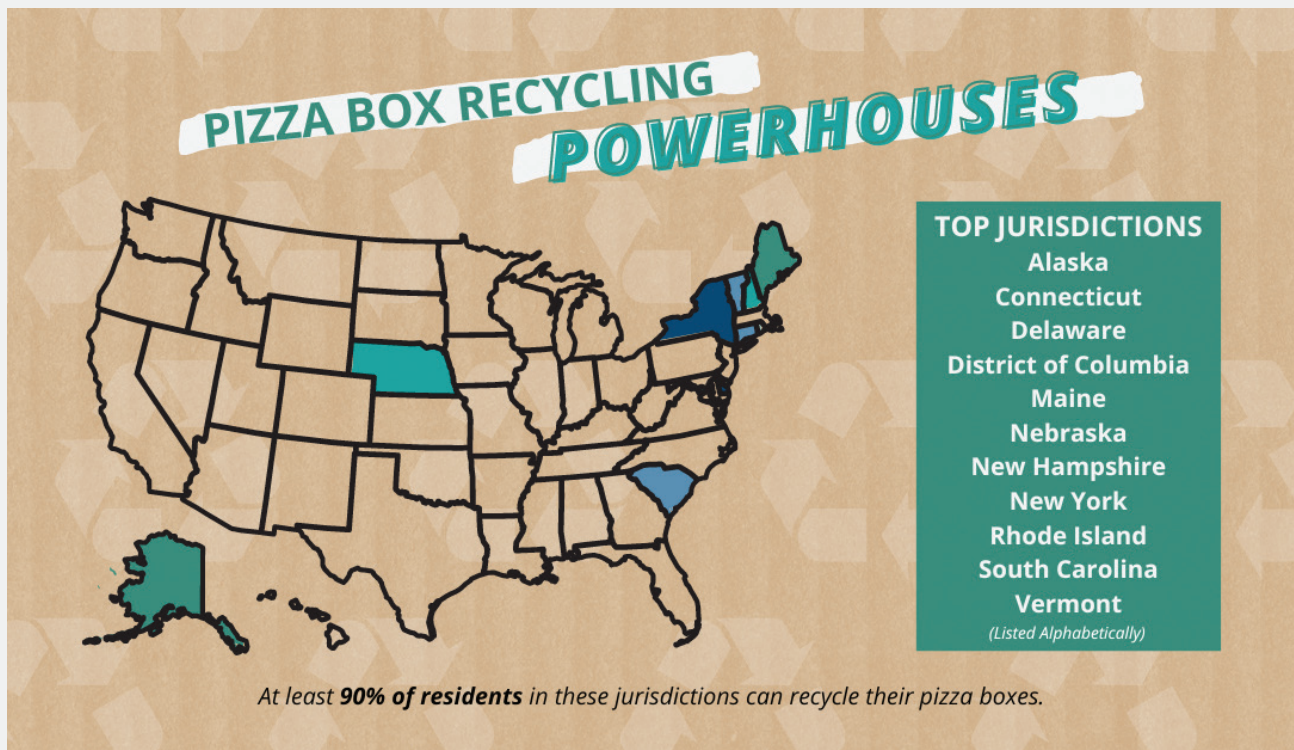
What Does Your Handwriting Say About You?



The art of analyzing someone's personality through their handwriting dates back centuries, but we put a modern spin on it last month with a two-part series on TikTok. The videos drive consumers to an article on our website where they can take a quiz to find out what their handwriting says about them — and learn about how choosing paper and packaging helps support America's forests!

WATCH the series on [TikTok @howlifeunfolds](#)

U.S. Pizza Box Recycling Powerhouses



Capitalizing on the fact that football fans will eat nearly 13 million pizzas during this month's big game, we named the 10 states and the District of Columbia where 90% or more of consumers have the ability to recycle their pizza boxes under local guidelines. Educating that pizza boxes are made to be recycled and to check your local guidelines for acceptance helps to eliminate consumer confusion around this topic and ultimately helps get more fiber into the recycling stream.

READ the press release at paperandpackaging.org/industry-resources

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



News Flash: Healthy Forests Make for Happy Workers

A couple of weeks ago the Washington Post had a news item that put a big smile on my face. "Envy the lumberjacks" it begins, "for they perform the happiest, most meaningful work on earth." And why not? America's tree farmers and their workforce collectively help ensure that the American forests that bring us paper and packaging products are responsibly managed, protecting against disease, wildfire and invasive species; encouraging sustainable growth and biodiversity; planning long-term for soil, water and air integrity; and growing about twice as much as is harvested each year, on average. That sounds pretty meaningful to me!

READ MORE on my blog at paperandpackaging.org/blog

INDUSTRY NEWS

Communications Ambassador Summit Returns In-Person This Year

After three years of being held virtually, our annual Communications Ambassadors Summit will be in person this year on May 23 and 24! This is where our Communications Ambassador Program members—individuals in each of our participating companies whose role is to share the excitement of the campaign through their social media and internal communications channels—can connect with each other and learn the latest information about our campaign. We look forward to reconnecting with familiar faces and getting to know some new ones!



INNOVATION

The Packaging Solutions of Today and Tomorrow



From the packaging itself to the automation that puts it all together—there were plenty of innovations to cover in 2022. To kickoff the new year, we are highlighting three brands that apply an element of sustainability beyond the packaging—thinking inside and outside the box.

READ the article at howlifeunfolds.com/packaging-innovation

DATA TRENDS THAT MATTER

Most Consumers Prefer Paper-Based Mailing Bags

PAPER

62%

NO
PREFERENCE

24%

PLASTIC

14%



Of adults 18+ surveyed. Source: Paper and Packaging Board & Isobar, December 2022

SOCIAL SPOTLIGHT AND SHARING

Domtar @DomtarEveryday · Dec 29, 2022
Looking for how to organize your New Year's resolutions? Download @HowLifeUnfolds' free printable calendar so you can be reminded every day to do something good for you and for the planet:



howlifeunfolds.com
2023 Printable Calendar Pages to Start Your Year Off Right
Our 2023 calendar featuring our paper and box characters are ready for you to download and print to start the year off organized and ready!


Billerud North America @BillerudNA · 1h
This year, commit to making smarter choices around your home - like choosing #paper and packaging products - to help care for the planet. Get more ideas for sustainability from @HowLifeUnfolds



howlifeunfolds.com
Best Practices for a Sustainable Lifestyle
No matter where we live, we all call earth our home. So, it makes sense to care for it just as we do our personal living spaces. Making smart ...

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1w · Edited ·

Did you know almost half of all resolutions are broken within the first month? Learn some tips for how to make your 2023 goals stick via Paper and Packaging Board. When you're writing your goals, remember to add one about making more sustainable choices! <http://hluf.us/z8IQ50MSLeZ>



Stick to Your New Year's Resolutions with Pen & Paper
howlifeunfolds.com · 1 min read

Fibre Box Association @FibreBoxAssn · Jan 9
It's #NationalPizzaWeek! Can you believe only 57% of people know that pizza boxes can be recycled? Check out some #pizzaboxrecycling tips from @howlifeunfolds.com.

bit.ly/3vLbFbq
[#recycleyourpizzaboxes](https://www.facebook.com/HowLifeUnfolds)



Crust us. Pizza boxes can be recycled.

Remember to remove any leftovers before placing the box in the recycling bin.

FIBRE BOX ASSOCIATION

