



# 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

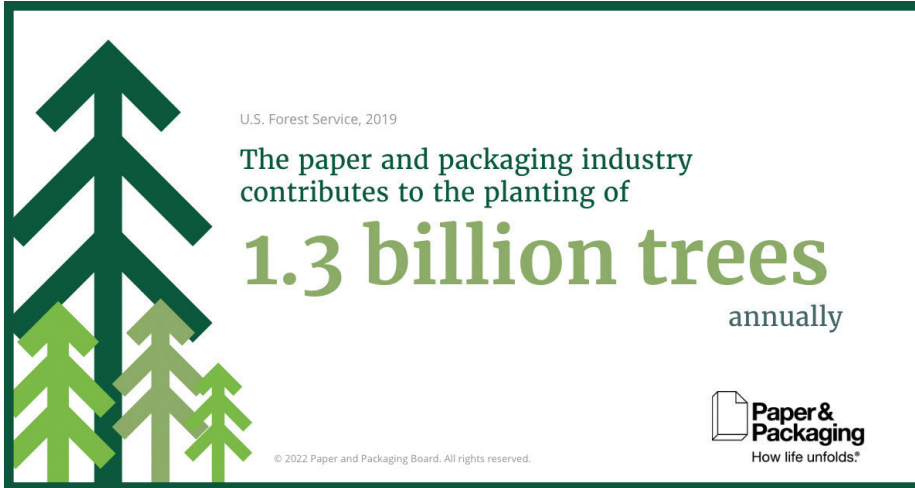
## @HowLifeUnfolds Takes Off on Tiktok

Time spent on TikTok among U.S. adults has now reached nearly one hour a day according to eMarketer. This duration surpasses YouTube and other major social platforms. That's why we're excited to share our TikTok presence has grown substantially this year with now over 22K followers! This surge is attributed to a dedicated ad campaign geared towards growing our TikTok channel followers. As our newest social platform, growing our followers means building a dedicated fanbase for our channel's videos. This leads to an increase in our organic reach and video views across the board, ultimately spreading our sustainability messaging to more young Expressives.

**FOLLOW** @HowLifeUnfolds on TikTok to see what all the hype is about!



# Celebrate International Day of Forests with our Sharing-Ready Infographics



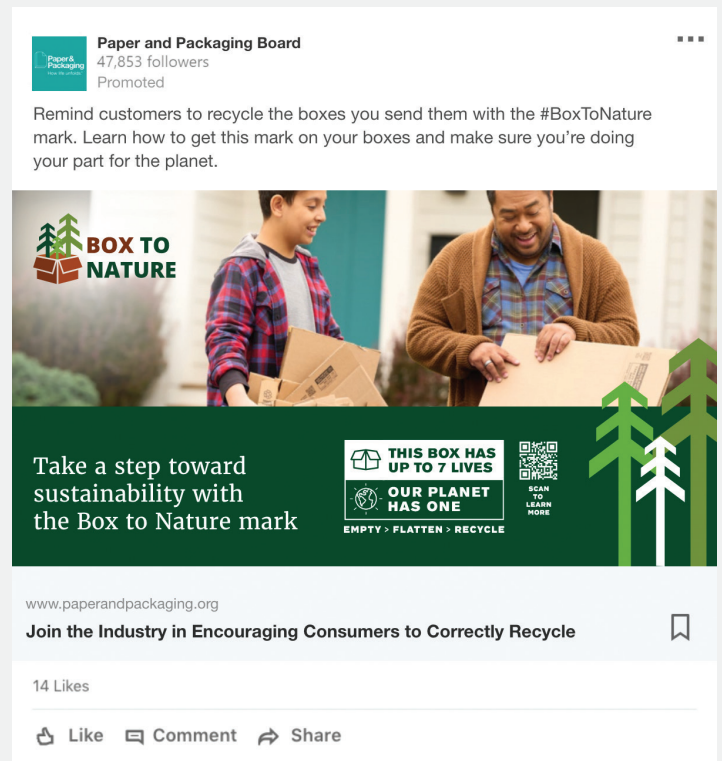
International Day of Forests on March 21 is an opportunity to showcase our industry's commitment to sustainable forestry in the U.S. and educate on how using paper products helps grow trees. Our recently revamped Sales Toolkit contains share-ready assets to help you promote our sustainability story and facilitate impactful customer conversations. When you share, be sure to tag @HowLifeUnfolds on Instagram, Twitter and Facebook or Paper and Packaging Board on LinkedIn!

VISIT [paperandpackaging.org/industry-resources](https://paperandpackaging.org/industry-resources) to sign up for the toolkit

## Box to Nature Program Gains Momentum

The Box to Nature residential recycling initiative recently enjoyed the media spotlight from two national publications. Packaging Technology Today published an article detailing how the rise in e-commerce deliveries has made increasing the residential recycling rate imperative – and how Box to Nature facilitates consumer education by putting recycling instructions right on the box. Additionally, Yahoo Finance shared a company's press release announcing their participation. Keeping the momentum going, P+PB is launching a new campaign on LinkedIn this month to build awareness of the initiative among e-commerce and CPG brands.

**FOLLOW US @Paper and Packaging Board** on LinkedIn





# Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



## 2022 Campaign Impact Report

Our story began in 2015 when our industry-funded campaign debuted in the marketplace. Fast forward to today, and our stewardship and sustainability position is strong and our products preferred according to December tracking data you can find in our 2022 Campaign Impact Report.

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

### INDUSTRY NEWS

## 2022 Campaign Impact Report

P+PB's data-driven review of 2022 partnerships details the progress of P+PB's campaign geared towards our custom target-audience of 50 million consumers aged 18-49. The study shows an increase in positive perception towards the paper and packaging industry, with 70% of consumers who have seen the campaign agreeing that paper-based packaging is part of the solution! A printed copy is in the mail. We will be creating new infographics from this data to help you communicate the sustainability advantages of your products to your customers.

**FOR MORE INFORMATION** contact [kshanahan@paperandpackaging.org](mailto:kshanahan@paperandpackaging.org)



### INNOVATION

## Adaptive Packaging Designs Meant for Everyone



Navigating aisles upon aisles of options at the store or opening a heavily secured item can be challenging for the average customer, but those challenges increase for customers with disabilities. That is why brands are beginning to take notice of the unique needs of customers from designing for touch to easy-to-open mechanisms. These adaptive designs are demanded by 76% of Gen Z, who list diversity and inclusion as important topics for brands to address. The need for accessible packaging is at an all-time high.

**READ MORE** at [howlifeunfolds.com/packaging-innovation](https://howlifeunfolds.com/packaging-innovation)

# DATA TRENDS THAT MATTER

## More consumers agree – the paper and packaging industry is trustworthy



Plastics and Plastics Packaging

23%  
AGREE

Paper and Paper Packaging

51%  
AGREE

ADULTS 18+

Paper and Paper Packaging

77%  
AGREE


CONSUMER AUDIENCE  
(Aware of the Campaign)

Source: Isobar, Paper and Packaging Board, December 2022

# SOCIAL SPOTLIGHT AND SHARING

**WestRock Company** @WestRock 195,228 followers 1w • 🌐

Thanks to **USA TODAY** and **Paper and Packaging Board** for helping spread the word that **#pizza** boxes are recyclable! The article features findings from their survey and our 2020 study that revealed residual amounts of grease and these won't impact its ability to be **#recycled**. Read more: <https://okt.to/LkKUdh>



**Pizza conundrum: Recycle the box or trash it? Here's the answer.**  
usatoday.com • 3 min read

**Lindenmeyr Munroe** @Lindenmeyr - Feb 16

The North American **#print**, **#paper** and paper-based **#packaging** industry plays a significant role in keeping U.S. and Canadian **#forests** **#sustainable** for future generations, and that's something to be very proud of.  
[@HowLifeUnfolds](#)



**In the last 30 years, U.S. forest area has increased by nearly 33 million acres, or the size of 2,275 football fields of forest growth every day.**  
Forest Resources of the United States, 2017  
Paper & Packaging  
How life unfolds.

**Domtar** @DomtarEveryday - Feb 13

Celebrate the importance of the love between friends this **#PalentinesDay** and **#GalentinesDay!** ❤️ Get inspired by some fun ideas from [@HowLifeUnfolds](#) to show how much you care today at



[howlifeunfolds.com](http://howlifeunfolds.com)  
Celebrate the Platonic Soul Mates in Your Life with Palentine's Day

**Billerud North America** @BillerudNA - Feb 21

[@HowLifeUnfolds](#) Faces of the Forest campaign aims to show the real people behind responsible and **#sustainable** forest stewardship around the country. Check out their latest video showcasing a community in Baltimore, Maryland. 🌲



[howlifeunfolds.com](http://howlifeunfolds.com)  
Meet the Faces of Baltimore's Busiest Urban Forest  
Talk a walk with us through Stillmeadow Peace Park, an urban forest located in Baltimore. It's anything but quiet in these woods that are ...

