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Paper and Packaging Board Newsletter

Helping a Sustainable Planet Unfold

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

CAMPAIGN HIGHLIGHTS

Celebrating 10 Years of Paper, Packaging and Progress

A decade ago, the Paper and Packaging Board (P+PB) was officially formed with the passage of the **Paper and Paper-Based Packaging Promotion, Research and Information Order** and work began on a national marketing campaign to increase consumer's preference for paper and paper packaging. Throughout the year we will be taking a trip down memory lane and sharing some of our campaign's history and successes, like one of our first ever print ads below. Who could forget this memorable magazine ad about the power of paper to make celebrations more special?

Surviving her sixth birthday.
(Made possible with paper and packaging.)

Life's greatest moments are celebrated with paper and paper-based packaging. On birthdays or any day. Discover how paper and packaging make special occasions even more meaningful. HowLifeUnfolds.com

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Paper & Packaging
How life unfolds.

The Big Game is a Big Opportunity for Pizza Box Recycling

This month, football fans will eat nearly 13 million pizzas during the big game. That's a lot of pizza boxes that can be recycled! With news media outreach, interviews, digital ads, partnerships with influencers across various social media platforms, and actively responding to inaccurate online comments, we are continuing our efforts to correct common misconceptions and to reinforce that pizza boxes are made to be recycled and accepted in many jurisdictions. Eliminating confusion around this topic ultimately helps get more fiber into the recycling stream.

- Visit our pizza box recycling **landing page**
- Read the **press release** we put out ahead of the big game
- Watch a **video** from our influencer partner Kathryn Kellogg



2023 Campaign Impact Report Available Now

Our 2023 Campaign Impact Report is now available. This annual touchpoint is a data-driven analysis of the campaign's effectiveness over the previous year, as measured by a survey of our target audience. This year's report touches on our audience's reception to the papertarian campaign launched last April, which strongly resonated with consumers and performed well across multiple marketing channels. The piece also showcases the growing usage by manufacturers and brands of our consumer recycling reminder on boxes. The industry has a powerful sustainability story to tell, and we continue to find creative ways to tell that story with impact.

- Read the report [here](#)



2023 CAMPAIGN IMPACT REPORT

A Referendum for Renewal

The October 2023 renewal referendum saw the most paper and box manufacturers and importers —77 percent — weigh in on whether to continue the Paper and Packaging Board's consumer marketing campaign. When all your voices were heard, a majority affirmed the need to continue. Why? We think the renewal reflects the growing realization and understanding that an industry of our size and stature needs to control its own destiny and tell its sustainability story to U.S. consumers and customers. The campaign is reaching and impacting consumers looking to reduce their plastic consumption and reduce their guilt about using trees to make the essential products they count on. We want to continue to support and validate their choice to use paper. By telling the industry's impressive environmental story in a simple and thoughtful way, we will reinforce consumers' and customers' preference for paper and packaging due to its circular nature.



Celebrating
10 YEARS
of Paper, Packaging and Progress

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Think You Can't Recycle Your Big Game Day Pizza Box? Shake It Off!

If you're reading this, you've found one of the rarest items on the internet: a piece of Big Game Day content that isn't about Taylor Swift and Travis Kelce! Instead, it's about something almost as beloved as Swift and something almost as polarizing as her prominence in TV coverage of the Kansas City Chiefs. I'm talking about pizza—and more importantly, whether and how pizza boxes can be recycled.

INDUSTRY NEWS

New Video Highlights the Power of Direct Mail

Our new Sales Toolkit video highlights the unique power of direct mail to capture consumer's attention by giving them something physical to engage with. While impression rates can be low for digital marketing channels, 66% of consumers report that they engage with the direct mail they receive. Click the thumbnail below to watch and learn more.

- Sign up for our **Sales Toolkit** to download and share



INNOVATIONS

Cup Noodles Moves to Microwavable Paper Cup

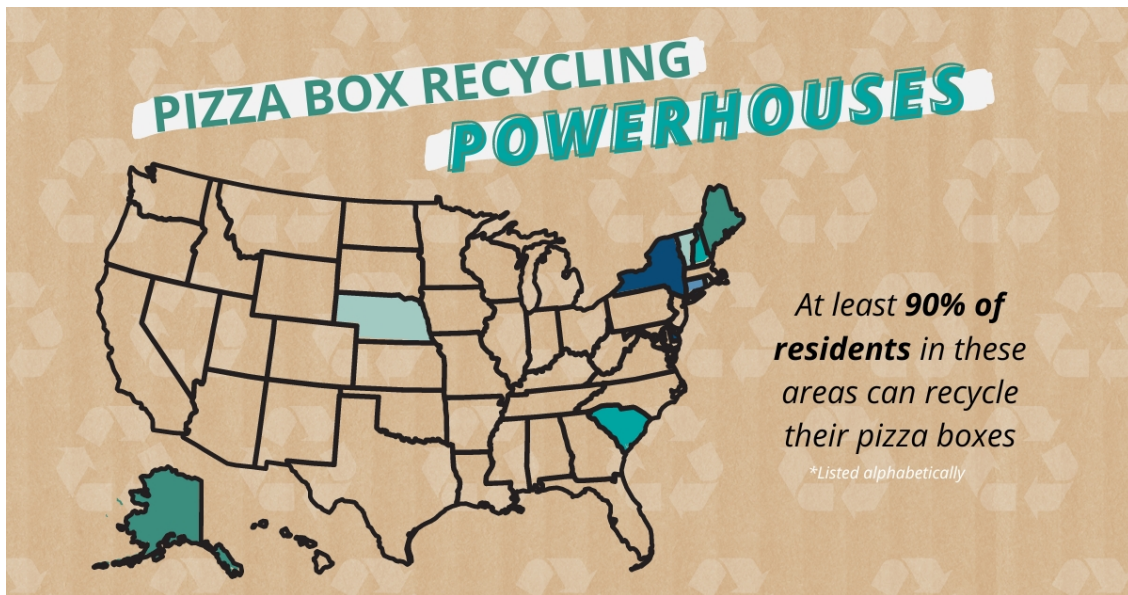
For our innovations spotlight this month, we are featuring an article from Packaging World.

The Cup Noodles ramen noodle soup is getting a packaging makeover. The long-standing polystyrene cup packaging in use in the U.S. since 1973 is being replaced with a new, environmentally-friendly paper cup set to debut in early 2024. The departure from its traditional packaging is more aligned with the company's sustainability goals.

- Read the full article **here**



DATA TRENDS THAT MATTER



WHAT P+PB IS READING