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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

Industry Communicators Convene to Up Their Storytelling Skills

The power of storytelling was the focus of P+PB's annual Communications Ambassadors (CAPs) Summit, held on May 20-21 in McLean, VA.

Two dozen corporate communicators from companies large and small came together to share stories, hone their skills and get a preview of P+PB's Industry Employee Activation which launches later this summer.

The featured presentations and workshops were delivered by two experts on the power of words and storytelling, Dee Allsop of **Heart + Mind Strategy** and Ira Koretsky of **The Chief Storyteller**, who both delved into the transformative power of words, illustrating how compelling narratives lead to messages that are not just heard but felt.



Greg Tucker and Mary Anne Hansan Appear on PBS' *Viewpoint with Dennis Quaid*

In a recent installment of PBS' documentary series *Viewpoint Project with Dennis Quaid*, Bay Cities CEO and packaging industry thought leader Greg Tucker gave viewers a glimpse into the company's sustainable operations, from sourcing materials from certified forests to transforming recycled paper products into innovative packaging solutions for leading brands. Our very own Mary Anne Hansan, President of P+PB, shared her insights on the pivotal role recycling plays in getting back reusable fiber and how our national campaign is inspiring consumers to embrace recycling as a daily habit to fuel a circular economy.

Click the thumbnail below to see the full interview:



Our Corrugated Booth at South by Southwest Draws Big Crowds

Looking back over our first ten years of the campaign, this month we are reliving the magic of our March 2017 South by Southwest (SXSW) booth, "Powered by Paper." Famous for nurturing and incubating new products, the show attracted innovators of all kinds to our immersive 20' x 20' trade show booth crafted entirely from containerboard. Once in the booth, products made from paper showcased the endless potential of paper, paperboard and containerboard. In just four days, our campaign resonated far and wide, generating over 100 million social media and PR impressions. Our message echoed across platforms, igniting conversations and inspiring action.

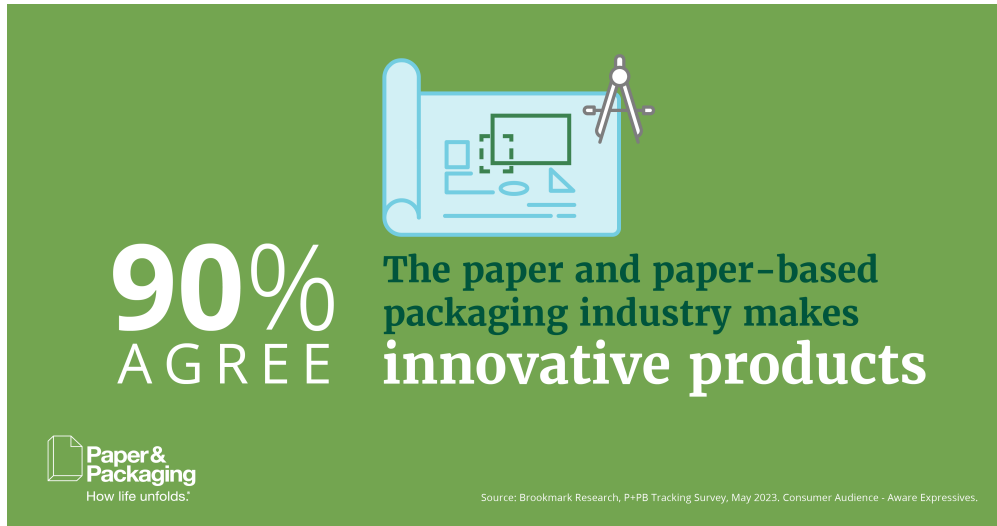
- Read our [press release](#) for more details



Tap into Our New Sales Materials to Energize Customer Presentations

Our comprehensive Marketing + Sales Toolkit is chock full of videos, images and printable sales materials to help communicate paper's sustainability story to customers. A recent favorite is our **Paper Does That** video and infographic, just right for social sharing or to finish off a perfect sales pitch.

- **Sign up for the Toolkit now!**



The infographic features a green background. On the right, there is a light blue icon of a rolled-up document with a computer monitor and a compass. To the left of the icon, the text '90%' is in large white font, with 'AGREE' below it in smaller white font. To the right of the icon, the text 'The paper and paper-based packaging industry makes innovative products' is in white font. In the bottom left corner, there is the Paper & Packaging logo with the tagline 'How life unfolds.' In the bottom right corner, there is a small source attribution: 'Source: Brookmark Research, P+PB Tracking Survey, May 2023. Consumer Audience - Aware Expressives.'

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



The Revenge of Print

As an industry we spend a lot of time worrying about paper deselection, and rightly so. But lately, I seem to hear more about companies that had previously decided to get out of paper and are now back with paper. And I don't just mean the utilities and banks and service providers who, sometimes despite their best efforts, have found that customers still want paper billing options.

No, companies of all kinds are experiencing what one author colorfully calls "The Revenge of Analog," a growing appreciation for—and pull toward—the physical, the tangible and the real.

> **Read more on my blog**

Report Greenwashing Misinformation with 'Two Sides' New Portal

Two Sides has made it easier than ever to report greenwashing via a new online portal. The portal is part of the organization's efforts to challenge major corporations, government agencies and other groups that mislead consumers by making unsubstantiated environmental claims about the production and use of paper. Examples include promoting switching from paper to electronic communication as better for the environment using language like "go paperless, go green" and "go paperless, save trees."

- Learn more and visit the portal [here](#)



INNOVATIONS

New Packaging Idea for the Cold Chain

For our innovations section this month, we are featuring an article from Modern Materials Handling

Summertime is minutes away. And with summer, the cold chain for transporting popular perishables comes a bit more into focus. Especially if you're talking about shipments of popular perishables from meat and fruit to eggs and more. Ranpak has an innovative cold chain protective packaging where it has replaced foam and other less sustainable cold chain packaging with bio-based cold packs paired with thermal-protective, paper-based pads that are curbside recyclable by consumers.

- Read the article [here](#)



DATA TRENDS THAT MATTER

of Americans would
“break up” with a brand
if they discovered it wasn’t
eco-friendly.



Source: Propel Software, 2024.

The logo for Paper & Packaging, featuring a stylized paper roll icon and the text 'Paper & Packaging' with the tagline 'How life unfolds.' below it.

WHAT P+PB IS READING



- **New York Times: Is Biodegradable Plastic Really a Thing?**
- **Wall Street Journal: The 100-Year Quest to Make a Paper Bottle**
- **Bloomberg: We Don't Know How Worried We Should Be About Nanoplastics**
- **Washington Post: Here Are Three Common Recycling Myths You Should Discard**
- **Yahoo News: Pizza Box Recycling Bin Installed at Central Park**
- **Packaging Dive: As 40+ Mills Accept Paper Cups, Advocates Turn to Boosting**


SOCIAL SPOTLIGHT AND SHARING

DS Smith
209,516 followers
1w • 🌐

Biodiversity is declining fast. It has never been more important to take action to preserve the natural environment that all life on Earth depends on.


The circular economy is regenerative by design, prioritizing keeping resources in use for longer and ensuring processes to extract resources leave room for nature to regenerate.

Learn more: <https://ow.ly/Mn7C50RH7PW>
Learn more about our partner: [Paper and Packaging Board](#)



U.S. Forest Service, 2019

The paper and packaging industry contributes to the planting of **1.3 billion trees** annually



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Fibre Box Association
10,563 followers
2w • 🌐

Love a Tree Day? More like EVERY DAY!

What do paper makers and forest animals have in common? The love of trees! Learn more about how the Paper and Packaging Industry shares the love with our forests from [Paper and Packaging Board](https://lnkd.in/gPn4-hKg): <https://lnkd.in/gPn4-hKg>



**LOVE A TREE DAY?
MORE LIKE EVERY DAY!**

Today, U.S. forests grow nearly twice the tree volume that's harvested every year. About one-third of the U.S. is forested, totaling nearly 766 million acres.

Rusken Packaging, Inc.
4,702 followers
2w • 🌐

"There is giving the viewer a similar experience in #opening the #box. Watching the video won't give the viewer the actual tactile #experience but it will give them a lot of the same feelings because of the way our brain is wired." -Paper and Packaging Board. Learn More >> <https://lnkd.in/eX-pAQh3> #repost #wednesdaywisdom #unboxing #unboxingvideos



WEDNESDAY WISDOM

Inside Unboxing: How Boxes Deliver Psychological Payoffs

When the lid of a box opens, it's a signal. The psychology of unboxing videos is a fascinating one. From pop-up retailers and pre-order books to...
You Might Also Like...
The Packaging Solutions of the Future

Domtar
80,315 followers
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What do paper makers and forest animals have in common? The love of trees! Now is a perfect opportunity to reflect on all they give us. This [Paper and Packaging Board](#) article explains what the paper & packaging industry does to take care of U.S. forests. <http://hluf.us/EAVB50Rpx0R> #HowLifeUnfolds



Hey Robin!
What do paper makers and forest animals have in common?

of TREES!

May 16 is #LoveATreeDay



Pass It On!

If you know someone who would be interested in the Paper and Packaging Board Newsletter, pass it on! Simply forward this email to them or send the link below.