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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

Get ready for the ultimate showdown in packaging innovation! Over the past two years, our hit competition series *Pack It! The Packaging Recycling Design Challenge* has sparked creativity and suspense. This season, we're breaking new ground with an exclusive series on Facebook, TikTok and Instagram Reels, packed into bite-sized one-minute episodes.

Returning for a rematch are two formidable contestants: Zachary and Emma. They're tasked with the challenge of designing a box that not only ships a cat-nip plant but also doubles as a cat scratch pad. Last year, Emma claimed the victory, but this time, Zachary is back with a vengeance. Who will emerge triumphant this year with the best packaging designed for recyclability and durability during shipping? Click below to find out!

- Learn more about our contestants and catch up on previous *Pack It!* episodes [here](#).



Sustainability from the Forest Floor to the Final Product

Our latest advertorial in *Forbes* magazine delves into the U.S. paper and packaging industry's sustainable practices that reach from the forest floor to the final product. Protecting this complex ecosystem is a challenge some may assume is at odds with paper production. The piece explores how the U.S. paper and packaging industry has taken significant steps to minimize its impact on and support the growth of this vibrant biome, including efforts to manage the long-term health of forests, reduce waste in the manufacturing process and enhance the recycling of its products.

With a circulation of 5.3 million and an audience of consumers and business leaders alike, partnering with *Forbes* helps us tell our sustainability story to key decision makers as well as their customer base.

- Read the digital version on [our website](#).

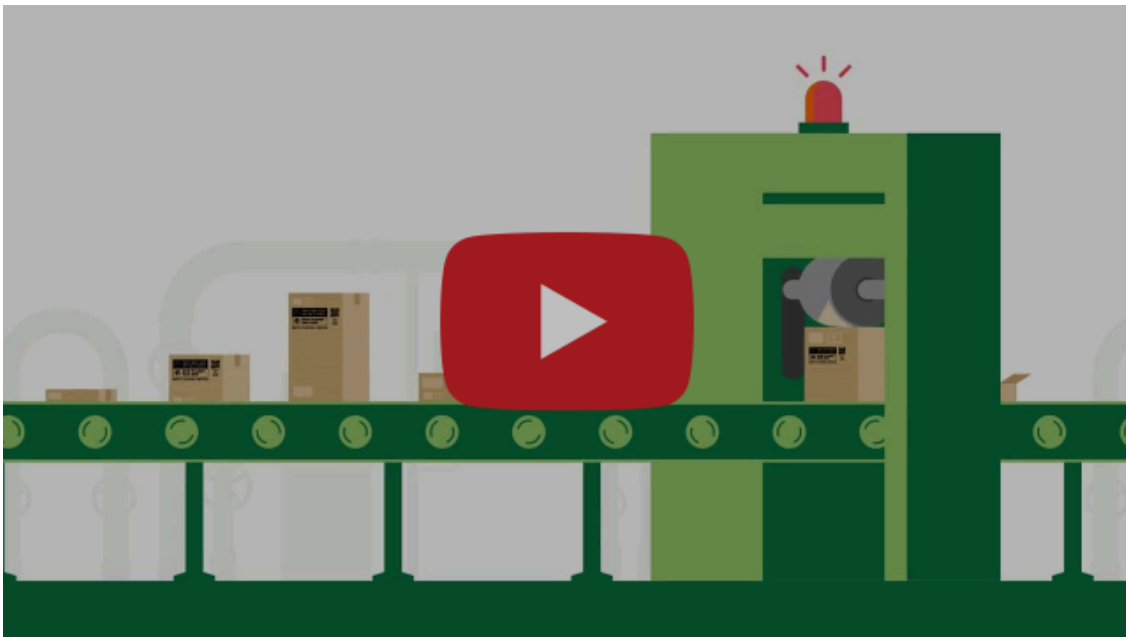


The Paper Industry's Sustainability Story Begins With The Forest

New Video Showcases E-commerce Packaging Innovations

Think sustainable packaging is just about corrugated shipping boxes? Think again! The latest video in our Marketing + Sales Toolkit highlights new and innovative paper-based shipping solutions like padded paper mailers and recyclable paper fillers. With 8 trillion retail e-commerce sales **projected globally by 2027**, it's more important than ever to share with customers all the ways that paper packaging has you covered for planet-first packaging solutions.

- Click the thumbnail below to watch, and sign up for our **Marketing + Sales Toolkit** to download and share!



10 Years of P+PB: Campaign Leans into Common Sustainability Strengths in 2021

Our TV and print "Transformations" ad depicts the incredible journey of a simple box as it is recycled over and over, transforming into essential products from a pizza box to a deodorant tube. It also serves as a powerful reminder that choosing paper supports America's private forest landowners in their mission to grow and maintain healthy forests.

The print ad continues to inspire in major publications like *Forbes* and *Entrepreneur*, while the video version reaches a wide audience on YouTube and through digital advertising channels. Click the thumbnail below to watch:



Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Paper Is the Answer on Sustainability. But Innovation Is the Key to Getting Consumers to Embrace It.

What does it mean to say "I'm a papertarian?" It's more than a novel tagline winningly delivered by Retta, right? It's a call to action. In fact, we're literally asking folks to take a pledge. But to get consumers to answer that call and take that pledge, becoming a papertarian has to be both desirable and practical.

Well, we know it's desirable. If you care about the sustainability of your purchasing decisions. If you care about your recycling becoming new products vs ending up in a landfill. If you care about renewability and are worried about

the jury is no longer out. Paper is the answer.

> [Read more on my blog](#)

INDUSTRY NEWS

What Kind of Papertarian Are You?

Paper and packaging industry employees know that they're the original papertarians, but do they know what *kind* of papertarian they are? This year's employee activation, *The Papertarian Personality Quiz*, will help them figure that out!

The short quiz asks employees questions about their habits and interests to find out which part of their lives their love for paper shines through the most. In addition to taking the quiz, industry employees can enter to win one of 25 VISA gift cards worth up to \$500.

Last year's activation, *Test Your Papertarian IQ*, was our most successful yet with 6,000 entries and over 21,000 visits to the contest page and we're hoping to break those records this year!



INNOVATIONS

Paper Cans Can!

Do you know about the many advantages of paper cans? Leveraging four years of Sonoco's third-party verified research, a new site aims to enlighten MRFs, municipalities, brand owners and consumers about the product's recyclability and sustainability. Recycling access rates for paper cans have grown substantially over the last few years, along with consumer preference for sustainable paper-based packaging. New all-paper cans designed for recycling are now available in U.S. markets after having rolled out in Europe last year.



DATA TRENDS THAT MATTER

3 out of 4 people prefer
corrugated boxes and
other paper-based
shipping materials.

Source: Brookmark A&U Tracking Survey, May '23. Audience: Adults 18+

WHAT P+PB IS READING



- **The Hill: Plastics Producers are Following Big Tobacco's Playbook, and We're All Paying the Price**
- **New York Times: Recycling Is Broken. Should I Even Bother?**
- **NBC News: So long plastic air pillows: Amazon shifting to recycled paper filling for packages in North America**
- **Grist: How The Recycling Symbol Lost Its Meaning**

• ProPublica: Selling a Mirage: The Delusion of “Advanced” Plastic Recycling

SOCIAL SPOTLIGHT AND SHARING

Green Bay Packaging
27,132 followers
22h • 🌐

Green Bay Packaging is a proud partner of the Paper and Packaging Board's Box to Nature Program. The program centers around a graphic with an instructional message to showcase the important reminder to recycle in three easy steps. ...see more



A circular graphic with a green border. Inside, there are three stylized trees and a recycling symbol. The text 'BOX TO NATURE' is at the top and 'PROUD PARTNER' is at the bottom. Below the graphic, it says '© 2023 Paper and Packaging Board. All rights reserved.'

Resolute Forest Products
55,379 followers
1w • 🌐

The constant work towards innovating products by the paper and packaging industry does not go unnoticed by consumers. A 2023 study by [Paper and Packaging Board](#) shows that 90% of consumers surveyed agreed – our industry makes innovative products.



An infographic with a green background. It features a large '90%' and the word 'AGREE' in white. To the right, it says 'The paper and paper-based packaging industry makes innovative products' in white. There is a small icon of a computer monitor and a pencil. At the bottom left is the 'Paper & Packaging Board' logo.

Fibre Box Association
10,760 followers
2w • 🌐


We know caring for our planet to help ensure it stays healthy is an ongoing task, but that's why it is never far from our mind. This [#WorldEnvironmentDay](#), learn about our industry's sustainable forestry efforts via [Paper and Packaging Board](#): <http://hluf.us/EAVB50Rpx0R>



A graphic for World Environment Day. It features a green recycling symbol with a globe in the center, surrounded by icons of a tree, a recycling bin, and a recycling symbol. To the right are several stylized green trees. The text 'WORLD ENVIRONMENT DAY' is at the top left, and 'FIBRE BOX ASSOCIATION' is at the top right.

Domtar
80,648 followers
1mo • 🌐

🛑 Stop scrolling 🛑 Need a break from your screen? You're not alone! Our friends at the [Paper and Packaging Board](#) have you covered with a couple ideas for how a papertarian can participate in [#ScreenFreeWeek](#): <https://ow.ly/AV9c50RyV7U> [#GoPapertarian](#)



A close-up photograph of a hand holding a smartphone. The screen shows a website with a green background and a recycling symbol. The background is blurred with warm, bokeh lights.



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**of Paper, Packaging
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