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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

Paper is a Back To School Essential

With the new school year right around the corner, we'll be amplifying our education-focused content across our social channels throughout the month to make sure students (and their parents and teachers) are equipped with the back-to-school essentials that never go out of style—paper products!

From notebooks to planners, paper remains a timeless tool for learning and creativity. Paper's tactile nature helps to anchor information, allowing for better comprehension and retention when compared to reading on a screen, and writing and drawing by hand activates more parts of the brain than typing!

- **Learn more** about how paper aids in memory retention
- **See how** paper and digital can work in tandem to aid in learning
- **Read about** notetaking methods for different learning styles



Have Your Coffee – and Recycle The Cup Too!

Did you know that 65% of Americans drink coffee every day? Like pizza boxes, paper cups are prone to misconceptions about their recyclability. Up until now, many caffeine connoisseurs have been told their paper coffee cups aren't recyclable due to their coating, but that is starting to change due to advancements in recycling technology!

In fact, more than 40 mills in North America are accepting paper cups for recycling and that number continues to grow. Our new article takes a deeper look at the technology behind the recovery.

- Read the article on **our website**.





A coffee cup recycling bin at Graphic Packaging International's HQ.

Get Organized, Papertarian Style

Papertarians know that small, everyday choices – like finding new ways to incorporate paper into their everyday life and routines – help make the most of a renewable resource and preserve the planet for future generations. It's no surprise then that Papertarians are expert upcyclers who find creative ways to turn paper products into decorations and useful household items.

In our most recent collaboration, longtime influencer partner Kathryn Kellogg shows viewers how to reorganize and transform their closets papertarian-style. Her handy tips include optimizing space by using corrugated and paperboard boxes to store items like handbags and shoes. Click the thumbnail below to watch!



10 Years of P+PB: Casey and Page Steal the Spotlight

If you've been following P+PB for any amount of time, you're probably familiar with Casey and Page, who made their debut in 2018.



Since paper and boxes are so ubiquitous in everyday life, familiar paper products were like wallpaper – unsung heroes in the background – until Casey and Page were created to represent the joy of paper and packaging and the unique traits and strengths of their material.

Meet Paper



He may appear to be a simple flat white rectangle. But he's so much more: scholar, graphic designer, poet, even a pilot. He helps colleagues think bigger, lets imaginations run wild, and is the hardest, smartest worker in any office. His signature move? Birthday cards.

Snapshot:

Favorite TV Show: The Office

Favorite movie: The Paper Chase

Favorite game: Pictionary

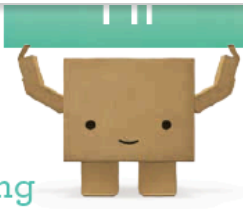
Best Attributes: The first to lend a helping hand. Book smart. Knows when to fold.

Education: Off-the-charts IQ. Impressive degrees.

Hobbies: Journaling, scrapbooking, origami.

Dream Job: A bill on Capitol Hill

Meet Packaging



Some people think he's a total square, but this guy never misses a party. Deep inside, you'll find a dozen gourmet cupcakes, a new pair of kicks, a big-screen TV, a diamond ring, all handled with care. Wherever this world traveler lands, people immediately open up to him. Especially good with kids and puppies, he's a real keeper.

Snapshot:

Favorite TV Show: Hollywood Squares

Favorite Game: Checkers

Best Attributes: Unflappable, strong and protective, he always delivers.

Education: Full of street smarts.

Hobbies: Boxing, science fair dioramas.

Dream Job: A Red Cross Disaster Relief Package.

Since their launch, Casey and Page have appeared in many of our of print, digital and video ads, and have become beloved and recognizable ambassadors for the entire paper and packaging industry. They made such a splash that they were even named to **RISI Fastmarket's 2019 Top 50 Power List** of paper and packaging influencers!

Sustainable Thoughts

From P+PB's President, Mary Anne Hansan



Are Recycling Facilities Getting Enough Fiber?

In September 2021, I wrote about the paper industry's robust and **expanding recycling capacity** in the U.S. But are these growing recycling facilities getting enough fiber?

Flash forward three years later to August 2024, recycling of high-volume paper products – pizza boxes, coffee cups and consumer shipping boxes to name a few – are all on the rise in the U.S. Why?

One reason is the Paper and Packaging Board, among others, has been promoting the growing acceptance of these high-volume paper products for recycling and their increasing recovery.

> [Read more on my blog](#)

Want to Make an Imprint? Use Print!

When it comes to marketing, it can be hard to stand out in a sea of spam emails and easy to become lost within the endless scroll of social media. With 74% of marketers agreeing that direct mail delivers the best ROI, response rate and conversion rates compared to all other channels used, it should be a no-brainer for your customers to add it to their marketing mix. The newest info sheet in our Marketing + Sales Toolkit breaks down how print can help make the proper imprint.

- **Sign up for the Toolkit** to download and share



INNOVATIONS

Recyclable Coffee Packaging Hits the Shelves

For our innovations section this month, we are featuring an article by Packaging World.

Having successfully commercialized compostable single-serve coffee packaging, Club Coffee continues its sustainability journey with AromaPak® paper-based canisters featuring Boardio® technology for whole bean and ground coffee. Research showed paper-based packaging to be the most consumer-acceptable solution for whole bean and ground coffee packaging.

- Read the full article **here**.

DATA TRENDS THAT MATTER



WHAT P+PB IS READING



- **Recycling Today: P+PB Online Show Emphasizes Packaging Recyclability**
- **Packaging Digest: Are We at the Tipping Point for 'Paperization' in Packaging Sustainability?**
- **Packaging Gateway: The Dawn of the Paper Packaging Revolution**
- **MIT Technology Review: Here's The Problem With New Plastic Recycling Methods**
- **Packaging Digest: Amazon's Switch to Paper Cushioning Prioritizes Curbside Recycling, and Profits**


SOCIAL SPOTLIGHT AND SHARING

Fibre Box Association
11,155 followers
3w • 🌱


With more shoppers demanding sustainable solutions, produce packaging has risen to the occasion. Learn about some of the ingenious innovations in this space with **Paper and Packaging Board**: <https://lnkd.in/gUDcdmwx>

recycling materials, a better environment is being created for future generations. Capabilities are being built today to sustain and expand recycling for the next 100 years. The future of recycling is in good hands! Watch from the [Paper and Packaging Board](#). <https://bit.ly/4ajVl8D>





 **Foodservice Packaging Institute**
2,219 followers
6d • 🌐

Check out this post from our friends at the [Paper and Packaging Board](#) about [#recycling of coffee cups](#): [#FPIn outreach](#)

 **Paper and Packaging Board**
54,404 followers
1w • 🌐

With 65% of Americans drinking coffee every day, asking whether disposable coffee cups are recyclable is just good sense. But as with so many questions surrounding recycling, the answer isn't as straightforward as it could be because what is and isn't accepted for recycling varies from community to community. Can you recycle paper cups in your area? <http://hluf.us/t4My505FtIN>


 **Are Coffee Cups Recyclable?**
howlifeunfolds.com

 **Neenah Fine Paper & Packaging**
4,084 followers
2w • 🌐

Ready to innovate your e-commerce packaging? [Paper and Packaging Board's](#) latest video showcases cutting-edge paper-based solutions perfect for planet-first packaging, including right-sized packaging. With 8 trillion retail e-commerce sales projected by 2027, there's never been a better time to go green!

<https://lnkd.in/erMMvZIN>

[#paper](#) [#PapertheOG](#) [#packaginginnovation](#) [#sustainability](#) [#packagingdesign](#) [#ecommerce](#)

 **Ecommerce Shipping Innovations**
youtube.com



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paperandpackaging.org

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