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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

### Fall in to Our New Forestry Content

Our new content showcases our industry's passion for responsible forestry with buzz-worthy social posts and an informative new article. Take a look!

- **Outdoor Inspiration:** Our influencer partners are sharing tips for enjoying the great outdoors this fall while having a positive impact on forests and natural habitats. Join **Lauren and Jacob** as they prepare for a camping trip, papertarian-style! They discuss how the paper industry's stewardship **helps protect forests and support wildlife**.
- **Young Trees, Big Impact:** In response to social media comments on the environmental value of young trees compared to older ones, we tackled this topic with **a new article** exploring how young, middle-aged and mature trees work together to create sustainable ecosystems. Discover how each stage of growth contributes to a thriving environment.

of an animal viewing real estate listings. Watch now on our [Instagram Reels](#) or [TikTok!](#)

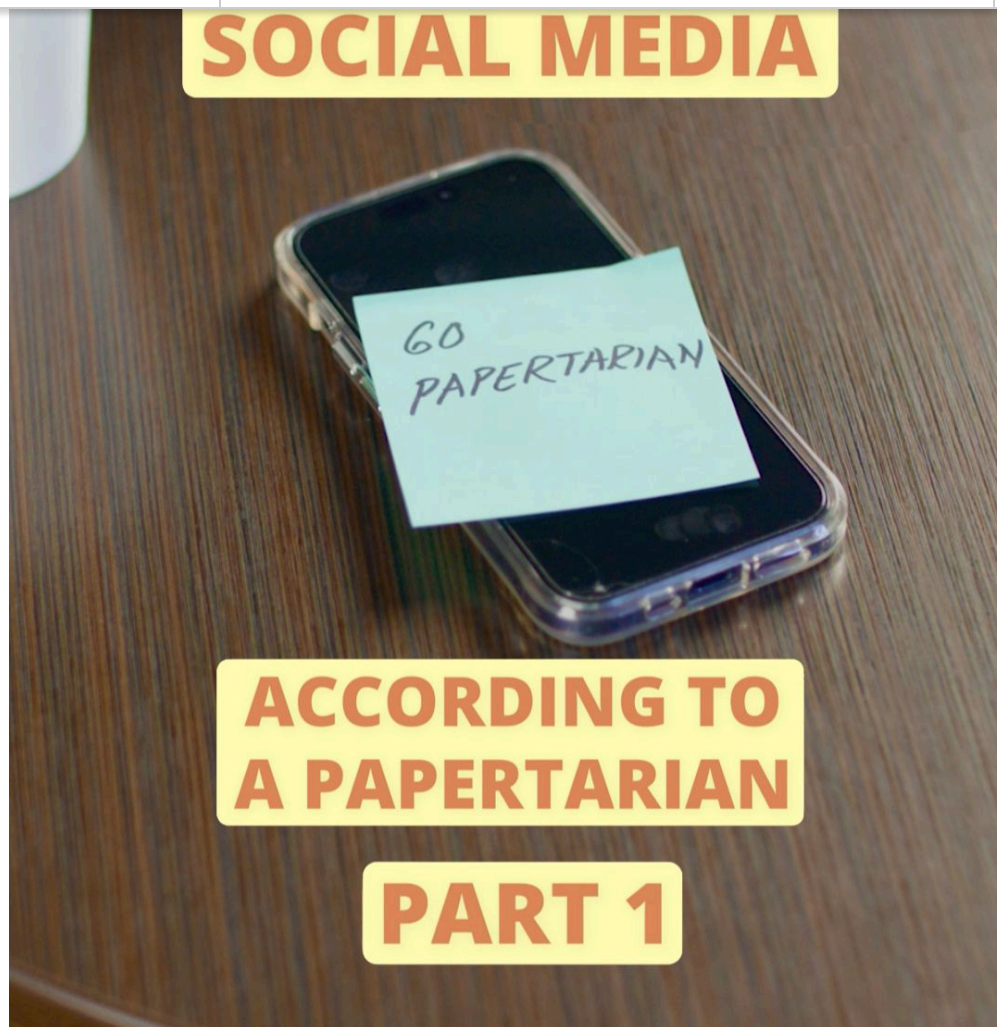


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## Do You Live the Papertarian Way?

Not only do Papertarians choose and use paper, but they also recognize and celebrate paper's strengths over digital alternatives. Our new series of short video vignettes showcase paper's unique ability to help us connect with each other and the world around us by making the intangible tangible.

- Watch now on our [YouTube](#), [Instagram Reels](#) or [TikTok!](#)



## One for the Records!

Thank you to all who participated in our Papertarian Personality Quiz. This year's industry employee contest was the most successful yet with a record-breaking 7,750 sweepstakes entries! Much like travel or fashion personality quizzes, this quiz helps identify what type of papertarian you are and the paper-based lifestyle activities you are likely to enjoy. Are you a trendsetter or do you live to learn? Are you a homebody or are you out and about? Take the quiz and find out!

- [Take the quiz here](#)



## Sustainable Thoughts

*From P+PB's President, Mary Anne Hansan*



### 5 Key Takeaways from 10 Years of Paper, Packaging and Progress

When I joined the Paper and Packaging Board in 2014, manufacturers and importers of paper were eager to get our industry's own consumer campaign up and running. We had all heard about the successes of other "checkoff" programs like "Beef, It's What's for Dinner," "The Incredible Edible Egg" and "Cotton – the Fabric of our Lives." Finally, it was our turn to make advertising history telling our story at scale the way we wanted and with impact and consistency. Here are five reasons this program is more important than ever:

> [Read more on my blog](#)

## INDUSTRY NEWS

### Where You Can Catch P+PB

P+PB is hitting the road this fall to get the word out about our industry's sustainability story! If you'll be attending any of the events below, be sure to swing by and say hello. If you are attending PACK EXPO, be sure to check out our **Box to Nature** display at Booth W-21020 in Sustainability Central!



FOODSERVICE PACKAGING  
INSTITUTE®



American  
Forest & Paper  
Association

Leadership Conference

### OCTOBER

S	M	T	W	T	F	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

### NOVEMBER

S	M	T	W	T	F	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

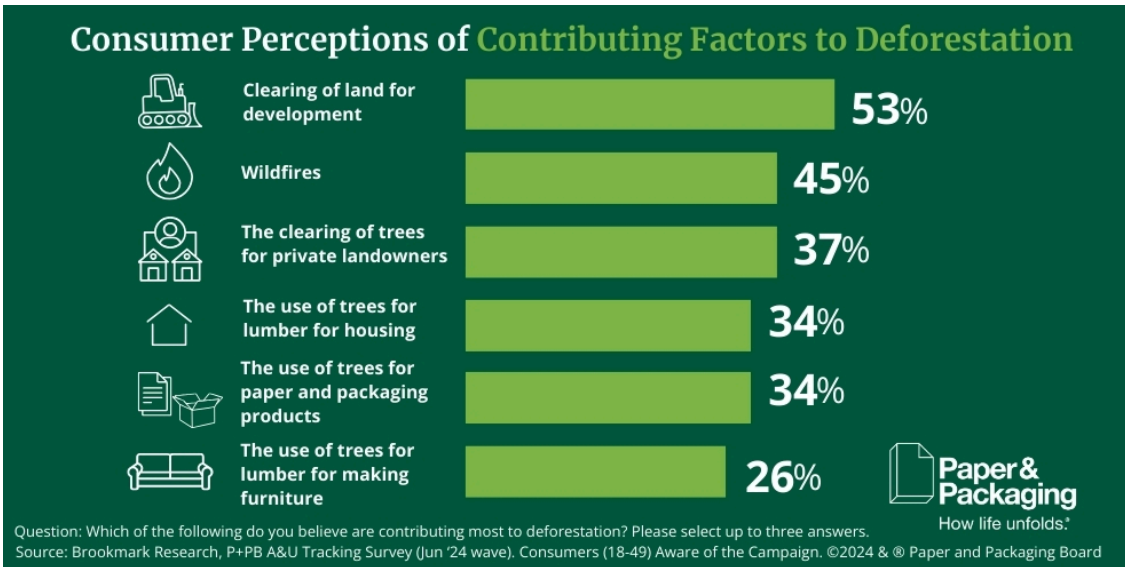
## INNOVATIONS

### The Award Goes to.....

Sustainability was front and center in all of the winning designs at the Paperboard Packaging Council's Paperboard Packaging Competition. This year's winners, ranging from major corporations to family-owned businesses, were judged on qualities like luxury, texture, innovation and the unboxing experience. The full catalog of this year's award winners showcases the best of the best.

- Check out the winners [here](#).





## WHAT P+PB IS READING



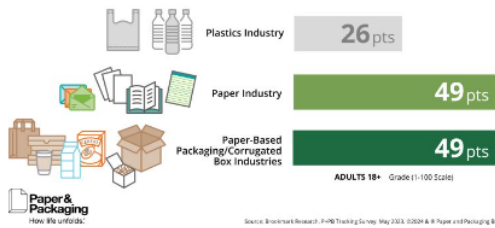
- **The Dieline: There's a 'Project Runway' for Package Designers, and It's Called 'Pack It!'**
- **Packaging Dive: Home Depot Phases Out EPS, PVC in Fiber Packaging Overhaul**
- **The Wall Street Journal: J.Crew Fans, Get Ready: The Catalog is Back**
- **Fast Company: Why Your McDonald's McFlurry Looks Different Today**
- **Recycling Today: Lux Research: Household Consumers Equate Recyclability with Sustainability**

## SOCIAL SPOTLIGHT AND SHARING

Paper and Packaging Board annual research tells us that consumers feel paper products help them live their best lives consistent with those values, nearly double when compared to plastic.

#sustainability #paper

### The paper and packaging industry helps me live my best life consistent with my environmental values



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 advertising. Adding a physical element to your campaign can help it work harder and smarter, by putting your message directly into the hands of your consumers. Make the proper imprint when you choose print.

Source: Paper and Packaging Board

#directmail #paper #paperandpackagingboard #mail



**WestRock Company**  
288,996 followers  
1mo • 🌐

If you've ever wondered why your local #recycling authority accepts certain items like #pizza #boxes but not all household waste, Paper and Packaging Board has answers. See the surprising reasons why some common items like coffee cups, paper towels and window glass are generally not accepted for recycling: <https://okt.to/sRrPya>



**American Forest & Paper Association**  
15,672 followers  
3w • 🌐

"I've taken pride in that by recovering these materials, we're kind of creating a better environment for our kids, grandkids." – Bill Haskins. Watch to find out why the future of recycling is in good hands. <https://bit.ly/4ajVi8D> Paper and Packaging Board



## 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.

[paperandpackaging.org](http://paperandpackaging.org)

**Subscribe**