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IN THIS ISSUE: Campaign Highlights | Innovations | Industry News | Sustainable Thoughts | Data Trends That Matter | What P+PB is Reading | Social Spotlight

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

CAMPAIGN HIGHLIGHTS

Happy New Year!

Consumers are currently scouring social media for tips on planning and preparing for a successful 2025. We're taking to **TikTok**, **Instagram** and **Facebook** to share reminders that using paper is the key to kicking off a productive and sustainable year! Check out three pieces of content we'll be sharing across our socials below:

consumers not to forget their etiquette, or the environment, and express their appreciation for the thoughtful gifts and moments shared with heartfelt, handwritten cards. **Our tips and templates** for thank-you cards are popular year after year on How Life Unfolds® and remind readers that when they use paper, they contribute to the carefully-managed forests where purpose-planted trees are grown.





#2: Kickstart 2025 with the Perfect Planner!
New year, new you! Anyone can start the year off on the right track using our popular customizable, printable planner pages.
Whether you're a fan of monthly overviews or detailed weekly layouts, our templates are designed to help you set clear goals, stay organize and track your progress effortlessly — And make 2025 greener by recycling the pages when you are

#3 Turning Resolutions Into Reality

Finally, we tap into the struggle many of us have sticking with our New Year's resolutions. The good news? Science has your back! A study from Dominican University found that 70% of participants who wrote down their goals and shared weekly updates successfully achieved them, while only 35% of those who kept their goals private reached their objectives. The takeaway? Writing your resolutions with pen and paper makes all the difference.





Make Every Slice Count—For Your Taste Buds And The Planet

National Pizza Week kicked off January 12! With the help of social media we will remind consumers that their love for pizza also translates to love for the planet when they remember to empty, flatten and recycle their pizza boxes.

• Learn more and find local recycling guidelines



Sustainable ThoughtsFrom P+PB's President, Mary Anne Hansan



Why I Am Optimistic About Paper and Packaging in 2025

Happy New Year! Are we too far into January to say that? I hope not because I am enthused about what's ahead for paper, packaging—and our consumer marketing campaign—in 2025.

> Read more on my blog

INDUSTRY NEWS

Make a Splash on Social with our Video Shorts According to HubSpot's 2024 Marketing Trends Report, short-form video is the #1

According to **HubSpot's 2024 Marketing Trends Report**, short-form video is the #1 media format and offers the highest ROI. That's why we've created three new video assets specifically designed with the mission of telling paper's powerful story in only 30 seconds. These shorts are perfect for your social media channels, especially LinkedIn!

• Sign up for our Marketing+ Sales Toolkit to download and share.



INNOVATIONS

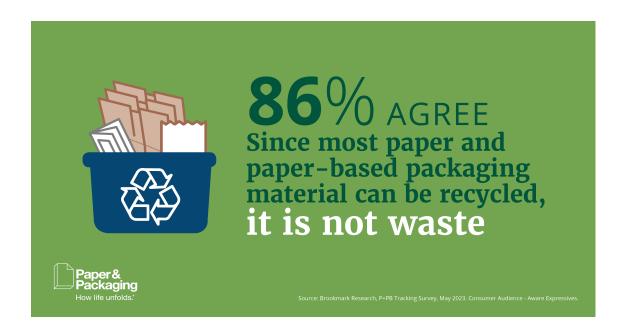
Uashmama Creates Pieces That Feel Like Leather But Are Made of Paper For our Innovations spotlight this month, we are featuring an article from Forbes.

In 2011, an Italian leather craftsman from Tuscany came across cellulose fiber. It held properties similar to leather such that it could be tanned, stretched and was durable for daily use. Extensive research and development led to the introduction of material that felt, looked and even smelled like leather. However, this fiber was lightweight, almost like a sheet of paper. What made it more interesting was that this developed skin was washable and foldable. Soon, a full line of fashion bags, pouches and clutches were developed under the Uashmama brand.

Read the full article here.



DATA TRENDS THAT MATTER



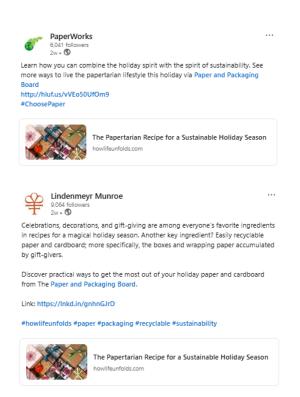
WHAT P+PB IS READING



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- FIPP: Print Advertising Remains Relevant in the Digital Age
- The Packer: Packaging Companies Focus on Functionality, Safety and Sustainability, Survey Shows
- Two Sides: Paper and the Circular Economy
- Center for Environmental Health:
 Substituting Styrofoam: 5 More States Ban
 Polystyrene as Food Packaging

SOCIAL SPOTLIGHT AND SHARING















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.