



PHOTO: Innovative paper packaging for beverages

# Ask For Paper!

## Supplying Consumers With an Environmentally-Friendly Alternative

Paper supplies consumers with a sustainable and trusted choice to reduce their carbon impact. The demand for paper and paper-based packaging has increased with the growing number of consumers that support environmentally-minded businesses. Consumers support forest-based products for a number of reasons - but the leading reason being that trees are a renewable resource.

- Across the U.S. south, forest landowners are sustainably growing and managing forests for products that we use every day. By choosing paper-based products, you are supporting local economies and helping to keep forests as forests. From cardboard boxes to diapers - there are ample opportunities for consumers to choose paper-based products.

## Consumers love paper. So businesses love paper.



### RECYCLABILITY

Paper and paper-based packaging are the most recycled materials in the U.S. Cardboard boxes can be reused up to ten times to make new boxes and other paper products.

[epa.gov](http://epa.gov)



### SUSTAINABILITY

U.S. forests store carbon dioxide and help reduce the impact of climate change. The southern U.S. is currently growing 52% more wood than is harvested annually.

[howlifeunfolds.com](http://howlifeunfolds.com)



### EDUCATION

Studies show that using paper-based products can help users focus on the task at hand. Allows users to feel engaged and boosts comprehension and memory retention.

[howlifeunfolds.com](http://howlifeunfolds.com)

## Choosing Paper in All Areas



### PRODUCT PACKAGING

Switching from plastic packaging to paper-based packaging is a great example of how businesses are moving to more common recyclable materials.

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



### SHIPPING & LOGISTICS

75% of consumers believe that paper-based product packaging is an essential part of everyday life.

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



### CONNECT WITH CUSTOMERS

Choosing paper makes an impact on consumers. 90% of consumers prefer paper-based packaging, nearly twice that of plastic (only 53%).

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



**KEEPING FORESTS**

[www.askforwood.org](http://www.askforwood.org)



# Case Study: Chobani's New Paper Yogurt Cup

today.com

In late August 2021, Chobani announced its adoption of a paper yogurt cup, making it the only one of its kind among major U.S. brands. It's reportedly consisted of 80 percent paperboard made from sustainably-sourced renewable materials. This brand, along with many others, are continuing the move towards paper-based and recyclable packaging.

**"We all have a role to play in protecting our planet. People have been asking for a paper cup, and we welcome this challenge to start reducing our plastic use, and to spark a conversation about how we can drive change together."**

**Hamdi Ulukaya, Founder & CEO of Chobani**



## How Using Paper Helps to Keep Forests as Forests

Choosing paper over plastic is not only environmentally friendly because of the recyclable attributes of paper, choosing paper helps drive economic value for trees, which in turn support forest landowners in sustainably managing their land.

- The U.S. South has more than 208 million forested acres, 86 percent of which are privately-owned.
- Sustainable forest management, including thinning trees for paper production, prevents wildfire, forests pests and disease
- Private forest landowners grow 52 percent more wood than is harvested annually.



## Need more information?

[www.paperandpackaging.org](http://www.paperandpackaging.org) | [www.howlifeunfolds.com](http://www.howlifeunfolds.com) | [www.twosidesna.org](http://www.twosidesna.org)



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