

CELEBRATE THE HOLIDAYS SUSTAINABLY

with paper



THE HOLIDAYS ARE THE PAPERMAKERS' FAVORITE TIME OF YEAR

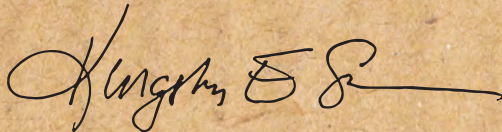
because it's a big opportunity to celebrate sustainably with plant-based renewable resources: paper and cardboard! It's also a time to reflect on and be more mindful of our habits, look at where we can intentionally play a role in reducing our waste, and make the better choice to use paper, cardboard and paper-based material to ensure a healthy future for our planet.

It's also a good time to remember and celebrate that paper and paper-based products are made from a plant-based resource: trees, and that using them supports healthy forests as the paper industry puts back twice the amount it uses.

Our hope is that this guide will help you embrace the simple joys of the holiday season by using and then recycling your paper products because when you do, you're playing an active role in building a sustainable future.

Let's reuse, recycle – and be merry! Choose paper and packaging and be a force for nature. Learn more at howlifeunfolds.com/holiday.

Best wishes,

A handwritten signature in black ink, appearing to read 'Kingsley Shannon', with a stylized flourish at the end.

Kingsley Shannon

Executive Vice President, Segment President

Fine Paper & Packaging Division, Neenah

Board of Directors, Paper and Packaging Board

THINK GREEN

(and red)

TURN A SHIPPING BOX
into a HOLIDAY RECYCLING BIN



TIPS

No recycling bin? No problem! Reuse sturdy corrugated boxes from your online delivery orders or paper gift bags (as long as they aren't glittery, metallic or plastic based) as containers for all your recyclables when unwrapping gifts or discarding extra paper materials. Strategically place boxes around the house to encourage the recycling habit. When the temporary bin is full, recycling the box is as easy as 1, 2, 3:

- 1. EMPTY** packaging and boxes, removing all excess paper, products and other materials
- 2. FLATTEN** the box by breaking down boxes at every corner
- 3. RECYCLE** the cardboard and paper materials according to local guidelines

DID YOU KNOW?

52% OF CONSUMERS

said they'd be more willing to make repeat purchases or sign up for a subscription from a retailer who offered more sustainable packaging or shipping options.

A HOLIDAY LEFTOVERS *takeover*

SEND GUESTS HOME *with paper containers* FOR THE HOLIDAYS



TIPS

Use plant-based products for your holiday gatherings.

This not only reduces cleanup stress, but makes your hosting efforts more sustainable! Why? Because when we use paper products, nearly twice the amount of timber is grown to replace what has been used. So whether you opt for paper baking pans, paper cake molds, paper-based plating and cutlery on the dining table, or paper to-go containers for guests to take home leftovers in - you can feel good knowing they are all made from a renewable resource!

DID YOU KNOW?

**33 million+ acres
IS HOW MUCH FORESTS
HAVE INCREASED OVER
THE LAST 30 YEARS!**

And because paper is renewable, it contributes to the growth and health of our forests.

BOOKS AND GAMES

are always on the nice list

CELEBRATE READING, WRITING,
PUZZLING *and* DOODLING



TIPS

Spread cheer this holiday season by gifting versatile and sustainable paper-based gifts, like books, coloring books, puzzles or journals for your friends and family who enjoy exploring their creative side through reading, writing and drawing, and their competitive side with board games and puzzles! There are a variety of topics, designs and patterns out there to choose from and something for game night. Feel good about these gift because they are recyclable and are made from a sustainable resource!

DID YOU KNOW?

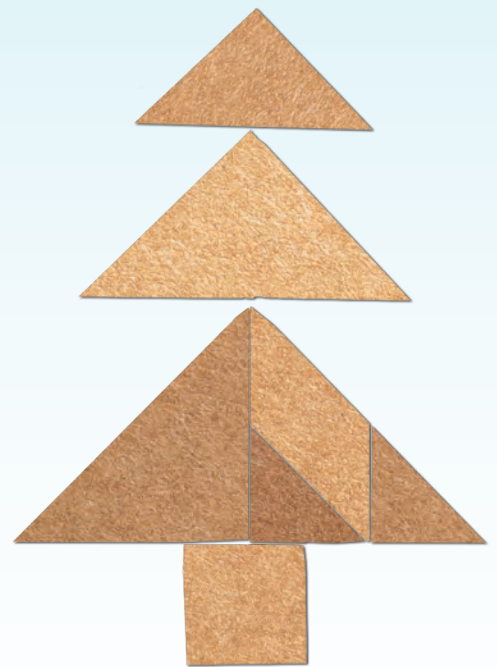
**MORE
THAN 80%**

of the people who frequently recycle report feeling happy and feel that they are doing their part to protect the planet.

UNBOX

the possibilities

TURN CARDBOARD BOXES *into* GAMEBOARDS,
TREASURE BOXES *and* MORE



TIPS

Use shipping boxes for more than just getting things from point A to B. Especially since this holiday season expects to bring a 14.4% increase in online purchasing as part of overall holiday retail shopping, according to eMarketer's Holiday Insider Intelligence report. With just a writing utensil and some creativity, you can turn them into fun, personalized DIY game boards! Use some small household items as playing pieces and make playing cards out of sheets of wrapping paper to top it off!

DID YOU KNOW?

Paper and cardboard products can be recycled and made into new products up to

7 times.

WRAP

everything in love

PROTECT GIFTS *and* ORNAMENTS
with a **SOFT CUSHION OF PAPER**

TIPS

Cushion gifts that are fragile or being shipped by using festive paper-based filler options like tissue paper, crinkle paper or kraft paper.

DID YOU KNOW?

All paper - whether made from recycled materials or brand new - is a great choice! When you choose paper products, you create a healthy market for forest products, which in turn encourages owners to plant more trees. And when you buy gifts with any amount of recycled paper, part of that gift was gifted before - making you part of the recycling cycle. Paper doesn't have to be 100% recycled content to be sustainable.

*A Gift
For You!*

UPCYCLE

all the way

SO MANY BOXES, SO MANY COOL THINGS
to TURN THEM INTO



TIP

Upcycle your shipping boxes into thoughtful, sustainable gifts for friends and loved ones! From simple items like an advent calendar, pet bed, drawer organizer or wine holder.

DID YOU KNOW?

MORE THAN
70 million
AMERICANS

make a concerted effort to recycle more frequently during the holidays. And beyond reusing or upcycling cardboard, on average, the recycling rate for cardboard is 92.4%.



DÉCOR

the halls

IF YOU HAVE PAPER,
you have a DECORATING WORKSHOP



TIP

DIY your decor and gifts this holiday season to add a unique, sustainable touch to the season. Whether you make seed paper gift tags, paper ornaments or a collage of your homemade greeting cards from leftover gift wrapping - all these upcycled elements are sure to make your holiday feel even more personal and memorable.

DID YOU KNOW?

80% OF ITEMS
TOSSED AWAY

during the holidays can be recycled or repurposed.

GIVE PRESENTS

great presence

HIGH-GLOSS PAPER *makes* HIGH-STYLE GIFT WRAP



TIP

Out of wrapping paper? No problem - simply repurpose those stacks of holiday catalogs and magazines with glossy paper into festive wrapping for gifts! Tape multiple pages together with paper tape for larger items to achieve a personalized patchwork look that will make your gift stand out while being sustainable!

DID YOU KNOW?

33% OF PAPER WE USE COMES FROM RECYCLED MATERIALS - including magazines. Reusing your magazines as a form of gift wrap is a great way to give back to our forests and the environment.

Baby, it's WARM INSIDE

PAPER CARDS and GIFTCARDS
HAVE ALL THE FEELS



TIP

In a world where we communicate through digital formats more often than not, sharing a special handwritten gift can spark a sense of warmth and joy during the busiest time of year. Give out handwritten gift certificates. This is a great replacement to emailing store gift cards or e-greeting cards. The sentiment can go a long way and truly bring a surprise and delight to loved ones this holiday season! And what better way to pay it forward – your recipients can easily recycle the paper once they redeem their gift!

DID YOU KNOW?

47% OF AMERICANS SAY THAT PAPER IS THE EASIEST TO RECYCLE compared to other materials – and it's renewable because it comes from trees. The gift that keeps on living!



**Paper &
Packaging**

How life unfolds.®

**PaperForNature.com
HowLifeUnfolds.com**

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