

An aerial photograph of a dense evergreen forest, likely a spruce or fir forest, with many tall, thin trees packed closely together. The canopy is a vibrant green, with some lighter patches where the sun hits. The perspective is from directly above, looking down on the forest floor.

2023

DESK CALENDAR



**Paper &
Packaging**

How life unfolds.

JANUARY

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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				

Resolve to
BUILD *your*
RECYCLING
MUSCLE



FEBRUARY

Sun	Mon	Tue	Wed	Thur	Fri	Sat
			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				

Find
**TRUE
 LOVE**
for the
PLANET

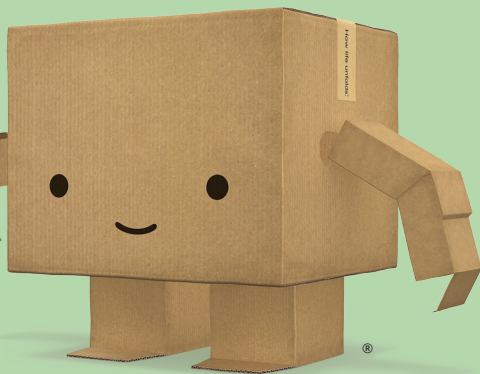


MARCH

Sun	Mon	Tue	Wed	Thur	Fri	Sat
			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	



Not just
**PLANET-
FRIENDLY.
PLANET BFF.**



APRIL

Sun	Mon	Tue	Wed	Thur	Fri	Sat
						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						

We're barking up the right **TREE**



MAY

Sun	Mon	Tue	Wed	Thur	Fri	Sat
	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			

Give the **GIFT** that keeps on **LIVING**



Paper-based
packaging comes
from a renewable
resource.



JUNE

Sun	Mon	Tue	Wed	Thur	Fri	Sat
				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	



RECYCLING

*makes the world
go round*



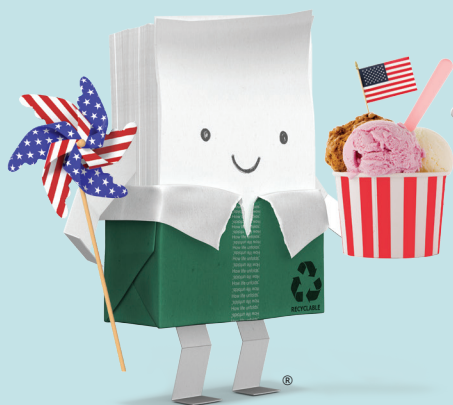
JULY

Sun	Mon	Tue	Wed	Thur	Fri	Sat
						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					

Here's the scoop:
**FOOD
 PACKAGING**
is cooler than ever



The paper industry is investing
 \$5 billion in recycling
 infrastructure to be able to take
 more and more paper and boxes
 into the recycling stream.⁵



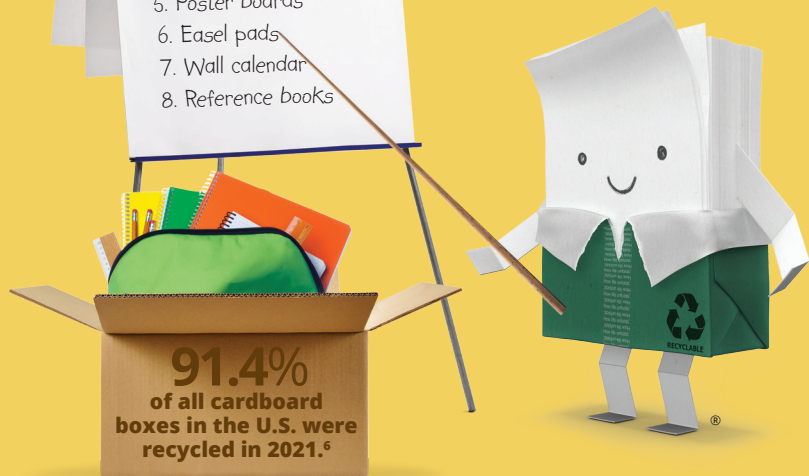
AUGUST

Sun	Mon	Tue	Wed	Thur	Fri	Sat
		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		

Back-to-School Supplies

1. Planner
2. Notebook
3. Sticky notes
4. Index cards
5. Poster boards
6. Easel pads
7. Wall calendar
8. Reference books

PAPER
is a
**QUICK
STUDY**

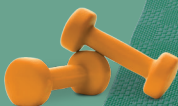
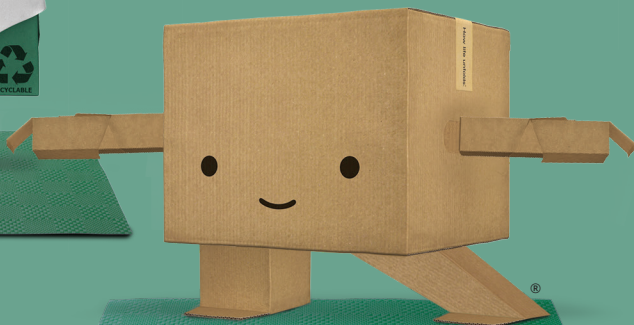


SEPTEMBER

Sun Mon Tue Wed Thur Fri Sat

					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

When you connect with
PAPER *you connect*
with **NATURE**



In the last 30 years, U.S.
forest area has increased by nearly
33 million acres - more than
3,000 acres every day.⁷

OCTOBER

Sun	Mon	Tue	Wed	Thur	Fri	Sat
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				



*I've landed
on your doorstep*
7 TIMES



NOVEMBER

Sun	Mon	Tue	Wed	Thur	Fri	Sat
			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		

Give RECYCLING *a seat at the table*



DECEMBER

Sun	Mon	Tue	Wed	Thur	Fri	Sat
					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						

PAPER *powers you through the* HOLIDAYS



80%
of items tossed
away during the
holidays can be
recycled or
repurposed.⁹

SOURCES

- ¹ 2021 Paper and Packaging Board Survey.
- ² Paper and Packaging Board and Kelton. Consumer Recycling Habits Survey. 2021.
- ³ U.S. Forest Service 2017.
- ⁴ AF&PA
- ⁵ AF&PA
- ⁶ AF&PA
- ⁷ Forest Resource of the United States, 2017.
- ⁸ AF&PA Community Access Study.
- ⁹ EPA, 2018 Waste360.

OUR MISSION

The Paper and Packaging Board creates preference for paper and paper-based packaging by reinforcing why paper is an everyday, earth-friendly choice that allows consumers to feel good about their purchase decisions.