


# Celebrate the **HOLIDAYS** the Papertarian Way!

 **Paper & Packaging**  
How life unfolds.®

## Greetings, Gatherings & Gifting

The holidays are the perfect time to start living the papertarian life. Join the movement and get a head start on new habits that help you play an active role in building a sustainable future. By making the smart choice to use paper, cardboard, and paper-based materials—and recycling them the right way—you can help ensure a healthy future for our planet.

### Holiday Wishes:

Papertarians know that receiving a traditional paper card in the mail is a much more personal way to send your holiday greetings than a digital message. It's also a great way to ensure that your message won't get lost in an overflowing inbox or end up in a spam folder. And you can create a clever display with the cards you receive for pretty and personalized holiday decor!



OPEN >



## JOIN THE MOVEMENT! BE A PAPERTARIAN.

When you choose to be a papertarian you're supporting the growth of America's forests. Purchasing paper goods helps create a healthy market for forest products, which in turn encourages forest owners to plant more trees. And in the U.S., paper companies are committed to working with private forest landowners to grow and protect forests and their habitats. When we're good to our forests, our forests are good to us. **Go Papertarian!**



# Paper-Smart Celebrations

From planning to preparation to party time, paper products play an important role in celebrating the holidays responsibly.



## Setting a Sustainable Table:

Skip the good china for dinner and save yourself valuable time cleaning up by using decorative paper plates and napkins. Create a festive centerpiece using wrapping paper and milk cartons. Remember, these come from a renewable resource, and when you use paper, you help grow forests in the U.S.



## Envelopes, Please:

Elevate your gatherings with family and friends by sending your guests personal invitations with all the details.

**TIP:** Wrap large cardboard boxes with colorful wrapping paper for festive recycling bins and place around your entertaining space so your guests can pitch in (and out) throughout the festivities.



## Baking Best Practices:

Papertarians know that everyday decisions have a big impact on the environment. Use parchment paper to line cookie sheets for stick-free sweets. Choose baking products (like milk, eggs, butter, etc.) in paper packaging.



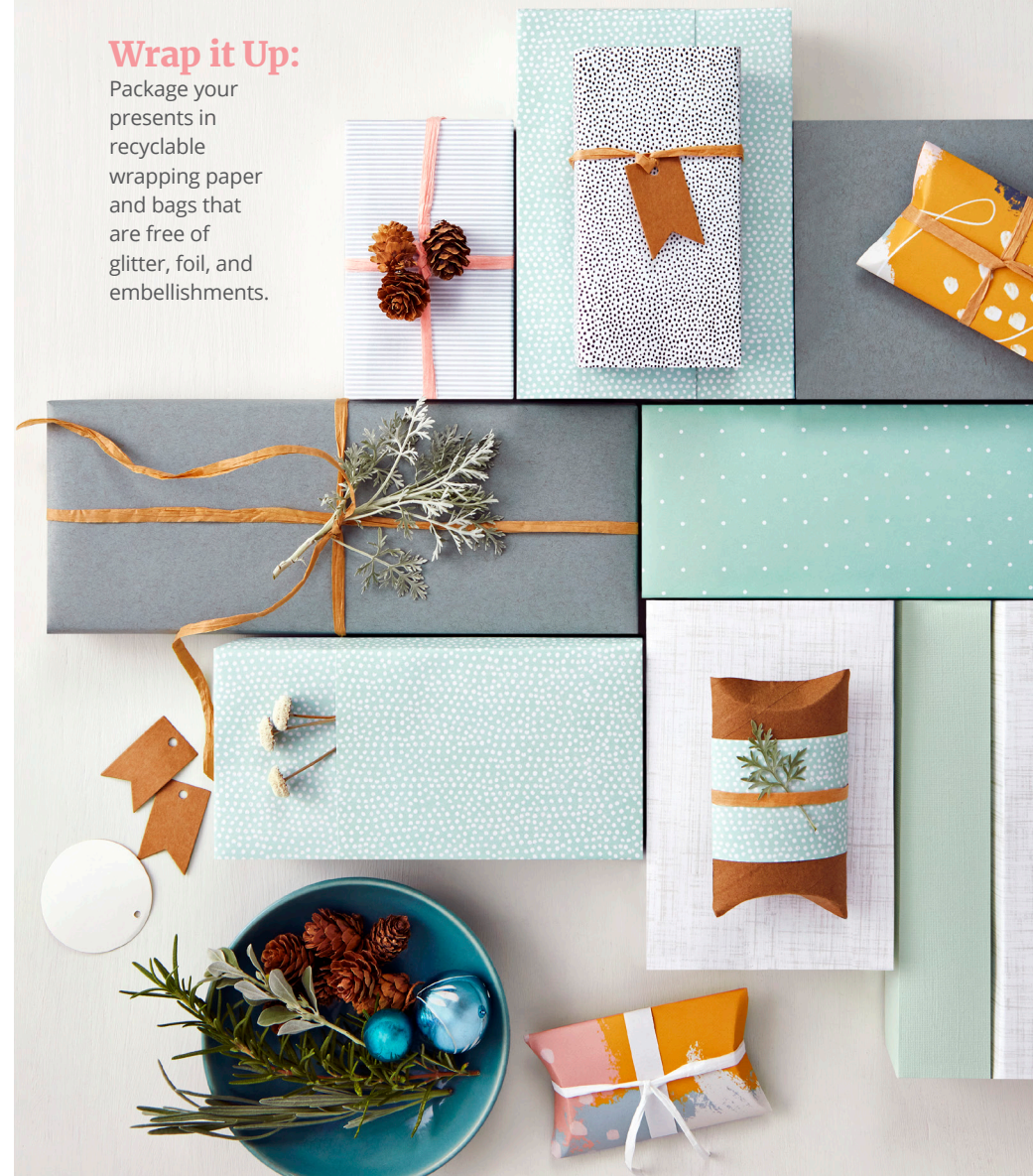
**88%**  
OF AMERICANS WHO  
FREQUENTLY RECYCLE  
SAY THEY ARE DOING  
THEIR PART TO SAVE  
THE PLANET.\*

# Gifts without Guilt

Spread holiday cheer while helping the planet when giving gifts.

## Wrap it Up:

Package your presents in recyclable wrapping paper and bags that are free of glitter, foil, and embellishments.



**Better Boxing:** Cushion gifts with festive paper filler like colorful shreds or tissue paper. If you're mailing a gift, remember to reuse the original shipping box (after gift wrapping the contents) and protect fragile items with corrugated bubble wrap.



## Paper-Based Presents:

Coloring books, journals, and puzzles are not only made from sustainable resources, they're also recyclable!



JOIN THE  
PAPER-  
TARIAN  
MOVEMENT!

**52%**

OF CONSUMERS SAID THEY'D BE MORE WILLING TO MAKE REPEAT PURCHASES FROM A RETAILER WHO OFFERED MORE SUSTAINABLE PACKAGING OR SHIPPING OPTIONS.\*\*

## RECYCLE RIGHT

It's likely that you do more shopping online during the holidays than any other time of year. More online shopping means more boxes...and it can also mean more opportunities to practice habits that help.

**Here's how to recycle responsibly:**



Empty packaging and boxes, removing all excess paper, products, and other materials. Remember, there's no need to remove tape and mailing labels.



Flatten boxes by breaking them down at every corner.



Recycle cardboard and paper materials according to your local guidelines.





# TREES PUT DOWN ROOTS TOO

**JUST BY READING THIS MAGAZINE, YOU'RE SUPPORTING THE GROWTH OF OUR FORESTS.**

This holiday season, give the gift that keeps on living. Here in the U.S., paper companies work with private forest landowners to grow and maintain forests at a rate nearly double the volume needed to make the paper products you rely on every day. And you can make the most of our natural resource by recycling your cards, catalogs and gift boxes when you're done enjoying them.

Choose paper and paper packaging and be a force for nature.

Learn more at [howlifeunfolds.com/holiday](https://www.howlifeunfolds.com/holiday)



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