



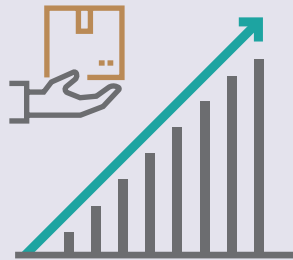
“Unboxing” is the moment subscription boxes reach customers’ hands for the first time. Every layer delivers delight, from protective corrugated shipping boxes to branded paperboard and rigid boxes to thoughtful packing material like tissue and kraft paper. Here’s how paper-based packaging brings meal kits, clothing, beauty and personal grooming products straight to your customer’s door – and instantly brings your brand to life.

WHEN THE UNBOXING EXPERIENCE MATTERS – CHOOSE PAPER-BASED PACKAGING

AMERICA IS SUBSCRIBING TO AN EXCITING NEW E-COMMERCE SECTOR: SUBSCRIPTION BOXES.

The subscription e-commerce market has **GROWN BY MORE THAN 100%** over the past five years

McKinsey & Company



By 2023

75% of all companies that sell direct to consumers **WILL OFFER A SUBSCRIPTION-BASED SERVICE.**

Zuora.com

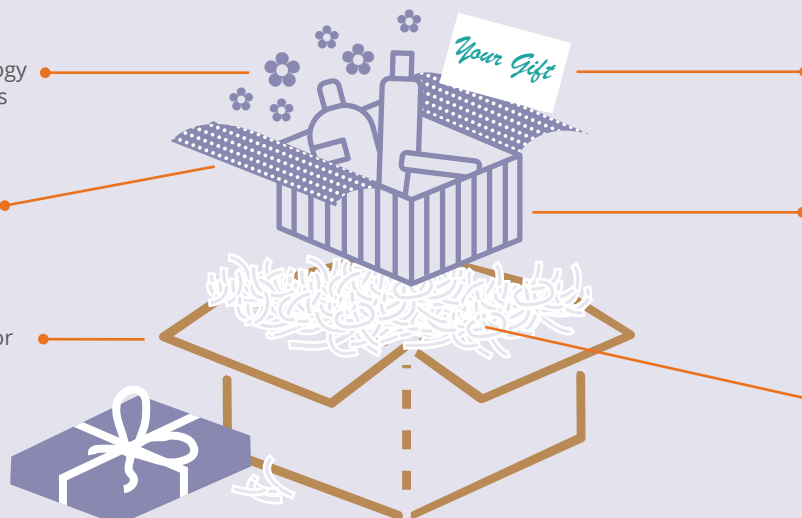


UNPACKING THE ULTIMATE UNBOXING EXPERIENCE.

From scent to sound, technology imbedded in packing materials elevates the experience even further.

Decorative tissue and light-weight packing paper provide a gift-like thrill

A protective corrugated box for shipping transports products safely, door to door.



Inserts, product information and gift cards help brands inform and entertain customers, reinforcing loyalty.

A creatively customized interior rigid or paperboard box makes a grand opening. Innovative shapes, lids, partitions and branding elements make a valuable first impression.

Crinkle and shredded paper act as a cushion and backdrop

CONSUMERS WANT QUALITY EXPERIENCES, END TO END. AND PAPER-BASED PACKAGING PERFORMS.

71% say they are **MORE LIKELY TO BUY BRANDS**

that package their products in paper or cardboard than other materials.

Paper + Packaging Board, Ipsos, 2018.

75% of Americans feel that cardboard and paper packaging allow for **MORE CREATIVE PACKAGING DESIGNS**

than other packaging material.

Paper + Packaging Board, Ipsos, 2018.



WHY MOUTH.COM HAS DEVELOPED A HUGE APPETITE FOR PAPER PACKAGING.

“We wanted the **box itself to be the gift** and wanted the gift experience to start immediately upon opening the box. There was no better material to work with than paper packaging.”

NANCY KRUGER COHEN
President, co-founder and chief creative officer
Mouth.com
Online indie food store

PAPERBOARD AND CORRUGATED MAKE REUSING AND RECYCLING EASY.

Consumers themselves are avid recyclers. Brands lead the way by choosing paper or cardboard over other packaging material.

In 2018 **96%** of all cardboard boxes consumed in the U.S. were **RECOVERED FOR RECYCLING**

paperrecycles.org

Since 2016 **92%** of corrugated cardboard **WAS RECYCLED** the highest of any packaging material.

paperrecycles.org

78% of consumers say they're more likely to buy products packaged in paper or cardboard than other materials because it's **BETTER FOR THE ENVIRONMENT.**

Paper + Packaging Board, Ipsos, 2018.

How can we help create the ultimate unboxing experience?

Ask your paper and packaging sales representative for pointers for this critical consumer touch point. Together, let's create memorable moments that open up your brand to lasting customer loyalty.

Brought to you by the Paper and Packaging Board. Our mission is to promote the use of paper products and paper-based packaging by highlighting the value they bring to our daily lives. The Paper & Packaging – How Life Unfolds® national marketing campaign shows how paper and packaging enhance business and personal productivity, creativity and learning, and help protect and deliver the food and goods we want.

Paper & Packaging
How life unfolds.®

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*Isobar, May 2019. Data reported on Expressives aware of the campaign.

paperandpackaging.org
howlifeunfolds.com