

# Board Converting News

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## Paperboard Packaging Industry Donates Over 15,000 Tree Saplings For Earth Day

In honor of Earth Day and Arbor Day, paperboard packaging manufacturers and industry suppliers across the country taught local school children about the environmental benefits of trees and paper. They also distributed a total of 15,785 tree saplings for the students to plant in their homes and communities. The industry came together to

maintain both lecture-based and hands-on components. PPC members and nonmembers alike were encouraged to use the free, downloadable presentation that covers a variety of topics such as identifying the age of a tree, how trees help us breathe by producing oxygen, the papermaking process, and paper’s recyclability.



Students at PPC member Frankston Packaging’s TICCIT event in Frankston, TX.

do this important work as a part of the Paperboard Packaging Council’s (PPC) annual TICCIT Program.

Short for “Trees Into Cartons, Cartons Into Trees,” TICCIT gives companies all the resources they need to hold fun, hands-on educational events at local elementary schools. A highly customizable program, the TICCIT curriculum con-

Through PPC’s partnership with the Arbor Day Foundation, participating companies also purchased tree saplings for the students. During their events, students planted their saplings in paperboard cartons filled with soil. The TICCIT presentation shows them that the cartons provide protection and a natural water funnel for the new trees, and that as the trees grow, the cartons will biodegrade and complete the “trees into cartons, cartons into trees” cycle.

This year, participating PPC members included Accord Carton Co., American Carton Co., Baumer hhs Corp., Clearwater Paper Corp., Diamond Packaging, Frankston Packaging Co., Graphic Packaging International, Indiana Carton Co., Metsä Board, River Valley Paper Co., Sandusky Packaging Corp., Southern Champion Tray, Tavo Packaging, Thoro Packaging, Wikoff Color Corp., and WSI Global.

“TICCIT 2017 was a great success,” said Ben Markens, PPC President. “Thanks to PPC’s dedicated and community-focused membership, there are 15,785 more life-giving trees in the world. And

15,785 more young people who now know more about the sustainability and recyclability of paper!”

PPC staff and members located near PPC’s headquarters in Springfield, Massachusetts also took part in TICCIT festivities with a tree planting ceremony on Arbor Day at Springfield’s Forest Park. PPC donated five unique, living trees to the park’s arboretum collection. In attendance at the planting were several local school children, Springfield’s mayor Domenic Sarno, city forester Ed Casey, as well as PPC staff. PPC members in attendance included Graphic Packaging International, Keystone Paper & Box Co., and Northstar Pulp & Paper Co.

Visit [paperbox.org/TICCIT](http://paperbox.org/TICCIT) for more information.



**PPC staff and members at TICCIT tree planting in Springfield, MA. From left, Dave Whipple, Graphic Packaging International; Ben Markens, Paperboard Packaging Council; Lori Goodman Novak, Northstar Pulp & Paper Co.; and Jim Rutt, Keystone Paper & Box Co.**