

Box to Nature - A Nation-Wide Residential Recycling Program

With e-commerce deliveries on the rise, residential recycling is more important than ever. As a result, manufacturers and brands across the country are coming together to participate in Paper and Packaging Board's consumer-centric residential recycling program, Box to Nature.

Introducing a Box Graphic That Educates and Prompts Consumer Action

The Box to Nature program revolves around a visually appealing graphic that displays an instructional message, emphasizing the crucial reminder to recycle through three simple steps: empty, flatten, recycle.

As part of our commitment to this comprehensive recycling initiative, we support this program and urge our customers to incorporate this optional graphic onto their boxes, contributing to consumer education and promoting the return of more fiber materials.



A Fun and Interactive Consumer Experience



1: Scan

Consumers see the instructional mark on the box and scan the QR code to learn more about recycling.



2: "Thank You"

An animated page thanks consumers for recycling.



3: Box2Nature.org

Consumers are prompted to take an interactive quiz and then learn more recycling tips!