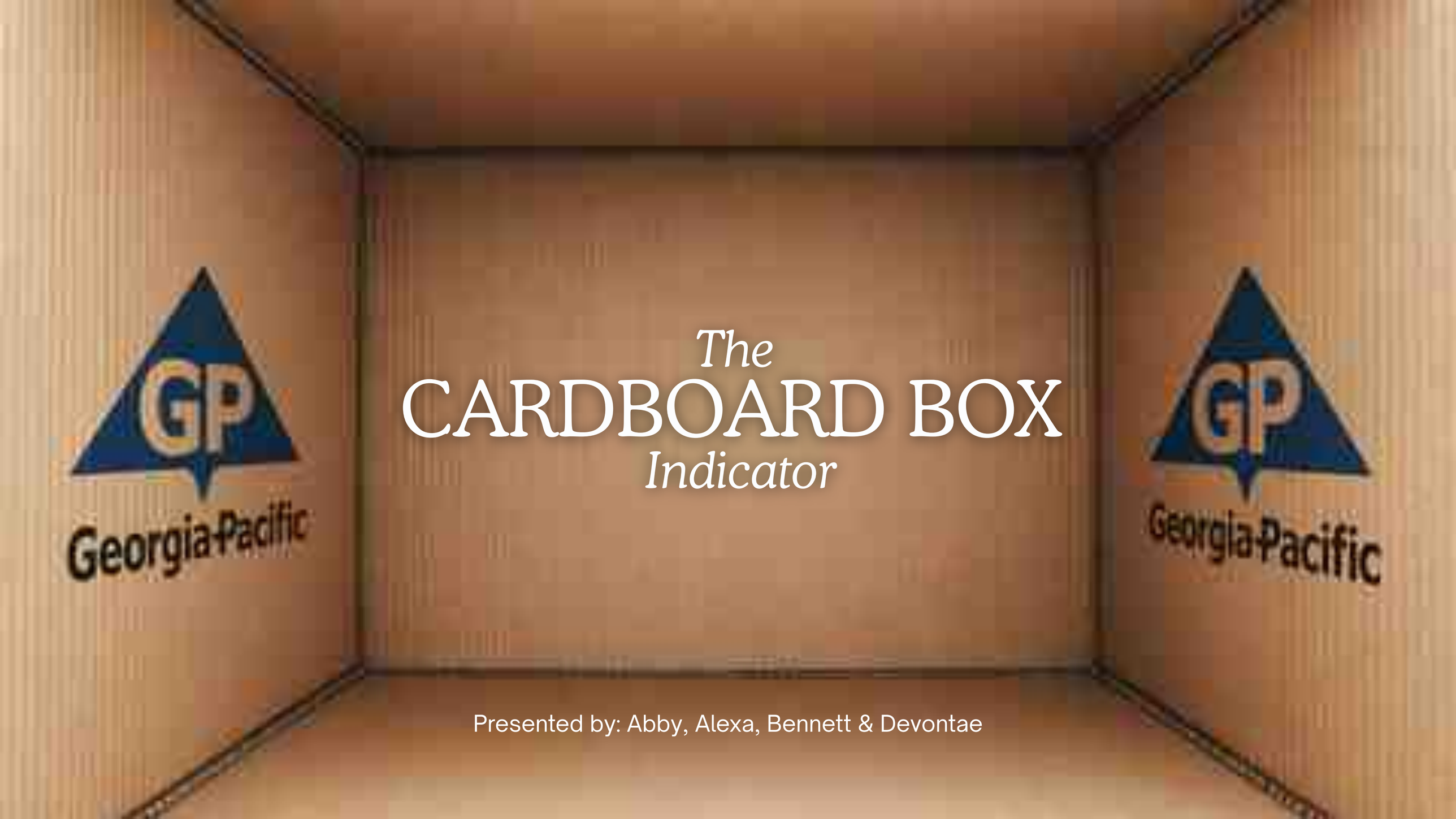


The CARDBOARD BOX *Indicator*

Presented by: Abby, Alexa, Bennett & Devontae

GEORGIA-PACIFIC

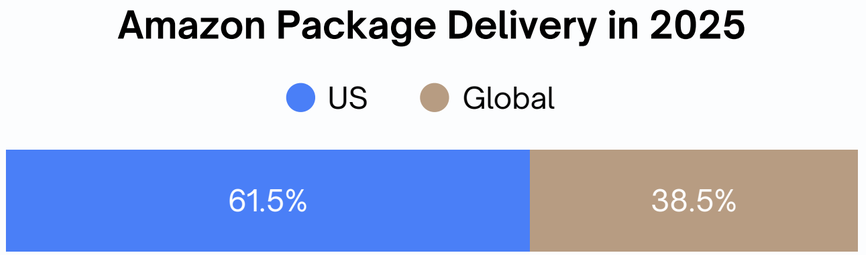


Brand Story & Background

- American manufacturer of paper, packaging, and building materials
- Produces everyday essentials
  - Toilet paper, paper towels, napkins
- Manufacturer of construction products
  - Plywood, drywall, lumber
- Headquartered in Atlanta
- Subsidiary of Koch Industries
- One of the largest paper product manufacturers in the United States

INDUSTRY *Landscape*

- **The North American corrugated packaging market is expected to reach $43.84 billion by 2026 and almost $50 billion by 2031**
- **95%** of U.S. products shipped in cardboard boxes.
- Packaging demand is directly tied to overall economic activity, particularly retail, manufacturing, and e-commerce.
- **23.6B** parcels delivered in 2025
- Industry slowdowns:
  - **5% decline in box shipments**
  - **9% reduction in production capacity**.



Delivered **13 billion** packages globally, including **8 billion in the U.S.** alone.

KEY *Competitors*

DS Smith

U.S. MANUFACTURER OF RECYCLED PAPER · PRATT 100% RECYCLED · DEDICATED TO SUSTAINABLE PACKAGING

PRATT™ INDUSTRIES

Smurfit Westrock

PCA PACKAGING CORPORATION OF AMERICA

GP Georgia-Pacific

International Paper™

COMPETITIVE *Positioning*

- **PCA**
  - 10 mills and 91 corrugated plants
  - Primarily North America
  - High-volume, efficiency-driven producer.
- **PRATT INDUSTRIES**
  - 10,000+ employees
  - U.S.-focused operations
  - Recycled packaging niche
- **SMURFIT WESTROCK**
  - $31.2B net sales in 2025
  - 57 mills in 40 countries
  - Competing through innovation, sustainability, and scale
- **DS SMITH**
  - 300+ locations and 27,000+ employees
  - Present in 37 countries
  - Differentiated packaging focused on circular design and sustainability



COMPETITIVE *Positioning*

Georgia-Pacific is a North American leading supplier of containerboard, corrugated containers, and bleached board.

Competes through **scale**, **cost efficiency**, **supply-chain optimization**, and **high-volume standardized packaging**.

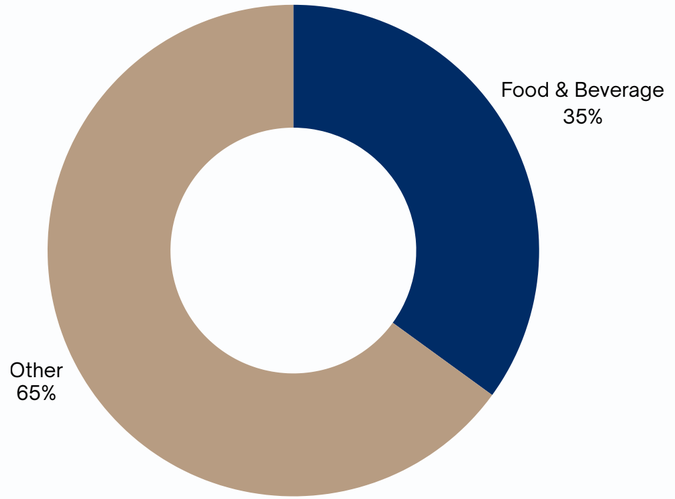
- **30,000+** direct employees.
- Operates **150+ locations worldwide**.
  - Locations in **30 US states.**
  - **+20** corrugated box plants
- Serving several major end markets:
  - **e-commerce**
  - **food & beverage**
  - **household & home**
  - **industrial**
  - **personal care**
  - **produce**
  - **consumer goods**



CURRENT *Consumer*

- **B2B**
  - Businesses that require packaging for shipping, storage, protection, and retail distribution.
  - **Mid-size companies:** need scalable packaging as order volume grows.
  - **Large enterprises:** need reliable national supply and bulk production.
  - **High-volume shippers**: companies moving thousands to millions of units.
  - **Multi-location businesses:** companies with warehouses, factories, stores, or distribution centers.
- **Key industries:**
  - Food & Beverage
  - Retail & consumer goods
  - E-commerce
  - Industrial/manufacturing

Corrugated Packaging Demand by End Market



23.6 billion parcels were delivered in the U.S. in 2025, meaning **8.26B accounted for F&B** alone. Making F&B one of the largest current customer segments for corrugated packaging.

CURRENT *Consumer*

- **Psychological Profile**
  - **Highly cost-sensitive:** packaging is a recurring operational expense
  - **Risk-averse:** failures lead to damaged goods, returns, and losses
  - **Efficiency-driven:** prioritize scalability and smooth operations
  - **Consistency-focused:** prefer reliable, standardized solutions
- **Safety Needs**
  - Protect products during shipping
  - Prevent financial loss and operational disruption
  - Ensure supply chain stability
- **Esteem Needs**
  - Packaging influences **brand perception** and **quality**



CURRENT *Consumer*

- **Adoption behavior:**
  - Prefer proven, widely used solutions
  - Avoid experimentation due to cost and risk
  - Adopt only when benefits are clear and scalable



FUTURE *Consumer*

- **Emerging Consumer Segments**
  - Direct-to-consumer brands
  - Sustainability-driven companies
  - Premium/lifestyle brands
  - Fast-growing e-commerce startups

- **Psychological Profile**
  - **Sustainability-driven:** prioritize environmental impact
  - **Brand-focused**: packaging as part of identity
  - **Innovation-oriented:** open to new materials & formats

- **Hierarchy of Needs**
  - **Safety:** packaging must still protect products
  - **Esteem:** growing importance of brand perception & customer experience
  - **Self-Actualization:** sustainability, values, ESG goals



FUTURE *Consumer*

Addition of Early Adopters

- Willing to test **eco-friendly packaging**
- Adopt **new formats and materials earlier**
- Use packaging as a **competitive advantage**



WHERE'S THE *Growth*?
WHERE'S THE *Opportunity*?


NORPAC
GP
International Paper
DS Smith
Smurfit Westrock
PCA
PACKAGING CORPORATION OF AMERICA
GREIF
GP


NORPAC
International Paper
DS Smith
GP
Smurfit Westrock
PCA
PACKAGING CORPORATION OF AMERICA
GREIF
GP

ACQUIRING

Cascades

COULD BE STRATEGICALLY BENEFICIAL

The Upside of Acquiring *Cascades*

- Allows key stakeholders in both companies to remain competitive in a marketplace dominated by consolidation.
- Georgia-Pacific will be able to take its business north of the border, strengthening its value in the region.
- Integrating Cascades' sustainability infrastructure would accelerate our own program development
- A Cascades' acquisition would put Georgia-Pacific's containerboard market share on par with the Packaging Corporation of America, while being a leader for the future of green energy in the industry.





PACKAGE WITH A *Purpose*

THE CAMPAIGN

Designed to increase Georgia-Pacific's brand visibility while introducing its eco-friendly packaging innovations.

INDUSTRY INSIGHT: Sustainability becoming a critical priority driven by cost pressures, regulatory expectations, and growing consumer demand among businesses.

PACKAGE WITH A *Purpose*

THE GOAL

Georgia-Pacific's goal is to stand apart as an industry leader by advancing sustainable practices.

MATERIAL HANDLING DATA: About **69% - 74%** of cardboard is recycled in the United States. The remaining accounts for approximately **$4 billion in lost economic value annually.**

KEY MOTIVATOR: Recycled cardboard functions as a closed-loop material, allowing it to be continuously repurposed into new boxes and reducing overall waste.

PACKAGE WITH A *Purpose*

ENVIRONMENTAL RESPONSIBILITY

Rather than following industry trends, our role is to act as an innovator, driving change through new initiatives. Leadership in this space is not optional; it is expected.

WHY? Georgia-Pacific operates within one of the largest and most influential packaging industries in the world, alongside major global competitors producing cardboard at a massive scale.

We must be the company that moves first, sets the standard, and turns sustainability into a norm not a choice.

CAMPAIGN *Strategy*

TARGET CONSUMER

- The primary audience includes B2B clients who rely on large scale packaging solutions
  - Retailers
  - Manufacturers
  - Distributors

COST

- The campaign emphasizes long-term cost efficiency through reusable packaging systems that reduce the need for single-use materials.

CONVENIENCE

- Georgia-Pacific’s eco-friendly packaging is designed for seamless integration into existing supply chains.

- The reusable box system, supported by clear labeling and QR-enabled tracking, simplifies participation in recycling and reuse programs.

COMMUNICATION

- Bold, recognizable packaging design to increase brand visibility, ensuring Georgia-Pacific boxes are instantly identifiable.

CAMPAIGN *Elements*

CAMPAIGN: “Package with a Purpose”

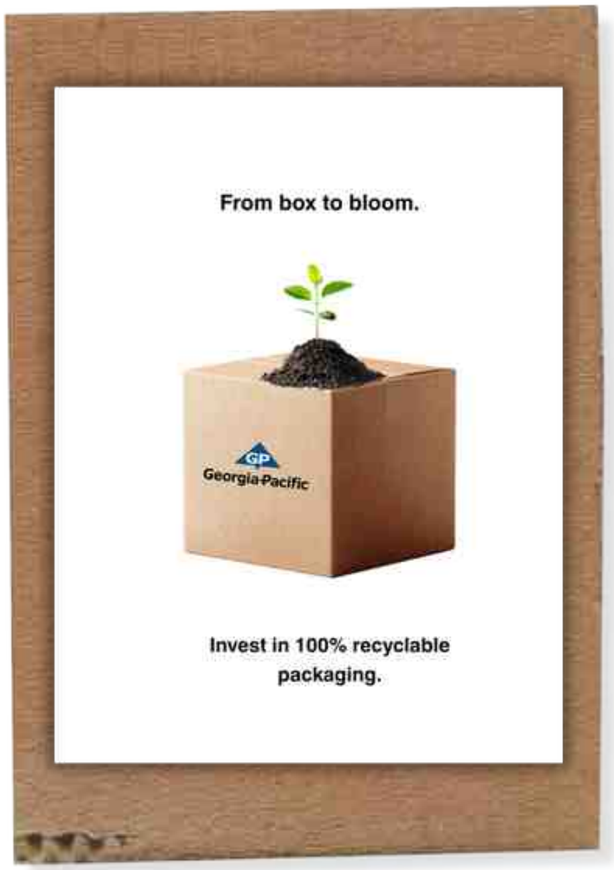
THEME: “Packaging that performs sustainably.”

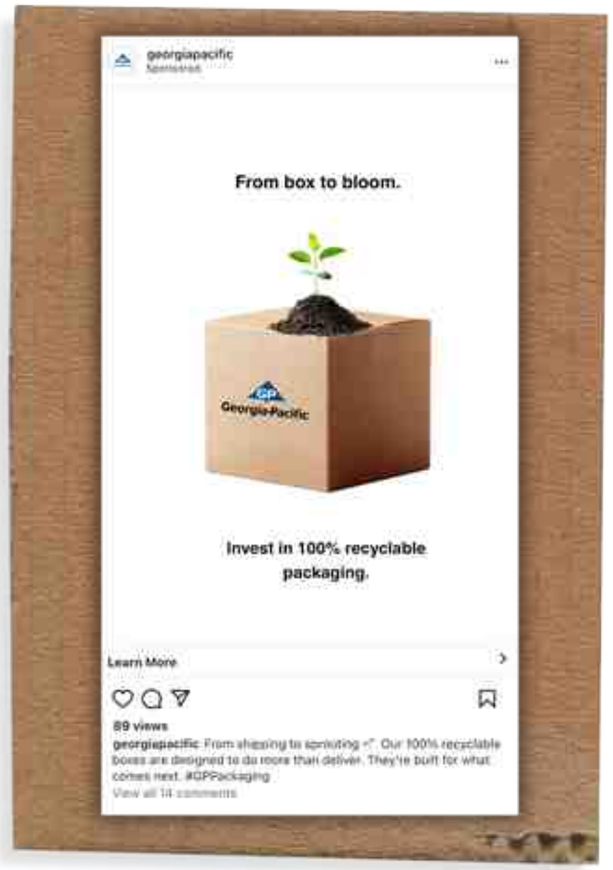
DIGITAL
Ads

OOH
Advertisements

INTERACTIVE
Landing Page

Digital Ads: *Instagram/LinkedIn*

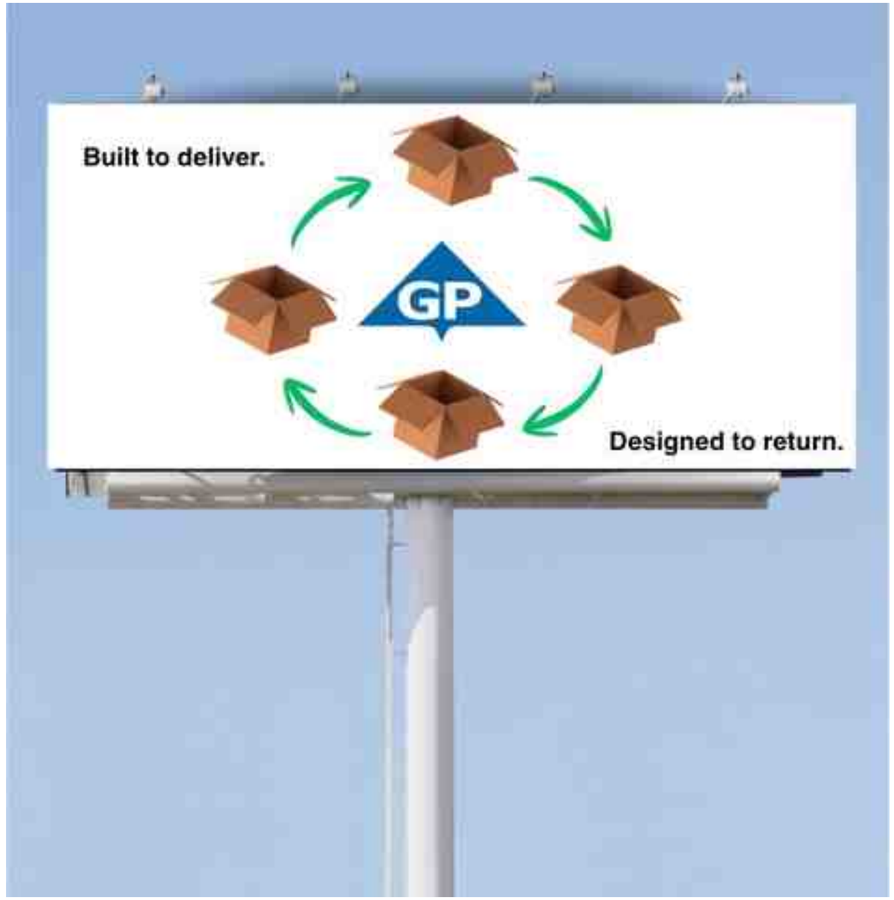






OOH Ad: *Billboard*





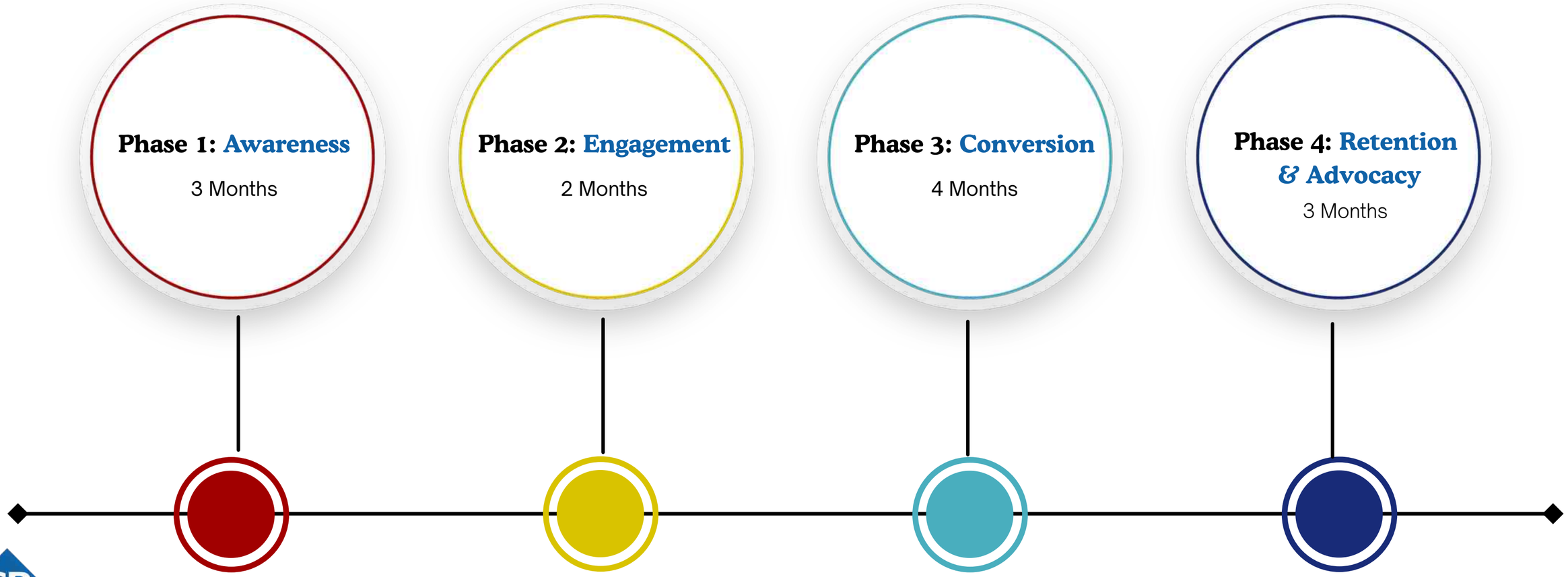
GP Website: *Landing Page*

- Tackles the **perception** problem
- Interactivity drives **engagement**
- Positions Georgia Pacific as **proactive** rather than defensive



STRATEGIC *Timeline*

1-Year Long Campaign



PHASE 1: *Awareness*

Summer Launch - 3 Months

June-August 2026

Goal: Get businesses to see that the company does exist and what it stands for.

“This shift in packaging matters, and we are a credible leader in it.”

- Introduce the Eco-friendly packaging alternatives
- Cost pressures, regulations, brand reputation, and broader push toward sustainability
- Position Georgia-Pacific as a trusted, large-scale supplier

PHASE 2: *Engagement*

2 Months

September-October 2026



Goal: Get businesses involved and curious enough to explore further.

- Interactive content
- Carbon footprint calculators for packaging choices
- Email campaigns
  - Tailored to industries like retail, CPG, e-commerce



PHASE 3: *Conversion*

4 Months

November 2026-February 2027

Goal: Get companies to switch suppliers/test boxes.

- Tactics: Free samples, ROI Calculators
  - Investigating sustainability benefits, research reporting

- Sales team outreach



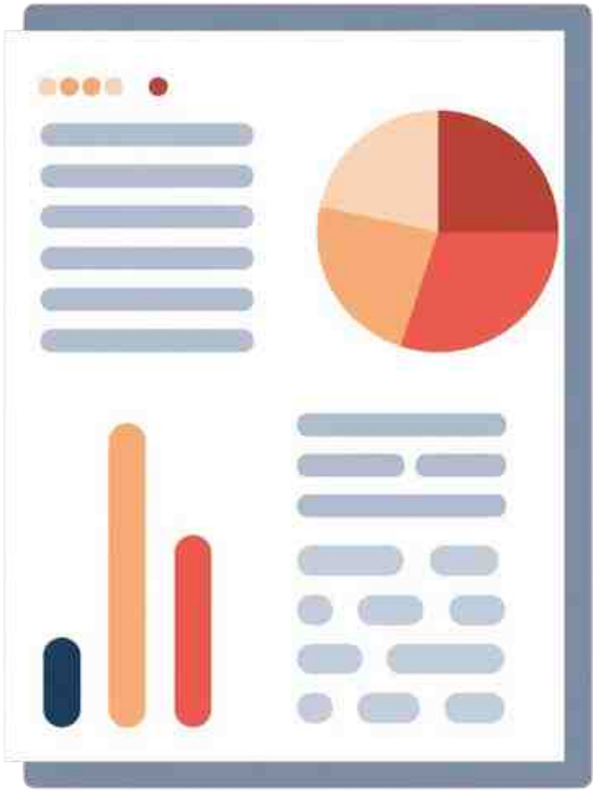
PHASE 4: *Retention & Advocacy*

3 Months

March-May 2027

Goal: Win over clients so profit continues to grow.

- Consistent product quality and supply reliability
- Performance reporting (ESG impact)
- Provide sustainability reporting that helps customers meet their own ESG goals



KPIs

- Retain 67% of early adopters over a **12-month** span.
- Convert 25% of clients to sustainable packaging in a **six-month** window
- Place in the Top 50 of Corporate Knights’ Global 100 Most Sustainable Corporations in the World by **2030**
- Increase share of recycled paper used to manufacture eco-friendly products from 2.5 million metric tonnes to 4.0 million metric tonnes by **2028**

EARNED *Media*

National Business Media

Bloomberg

FOX BUSINESS

CNBC

Trade-Specific Business Media

PACKAGING DIGEST

AdAge

E-Commerce & Social Media

Etsy

TikTok

CycleFoward:

The Box That Gives Back



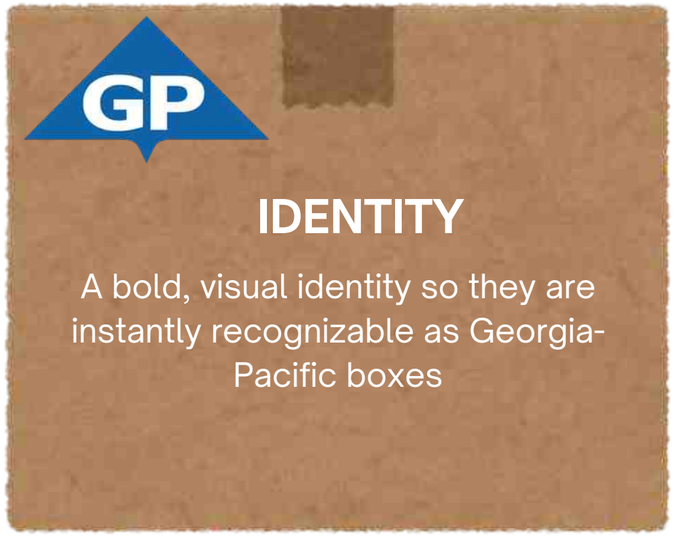
CycleFoward:

The Box That Gives Back

Georgia-Pacific will launch a closed-loop packaging initiative centered on creating fully reusable, highly recognizable cardboard boxes that actively promote and enable recycling behavior.

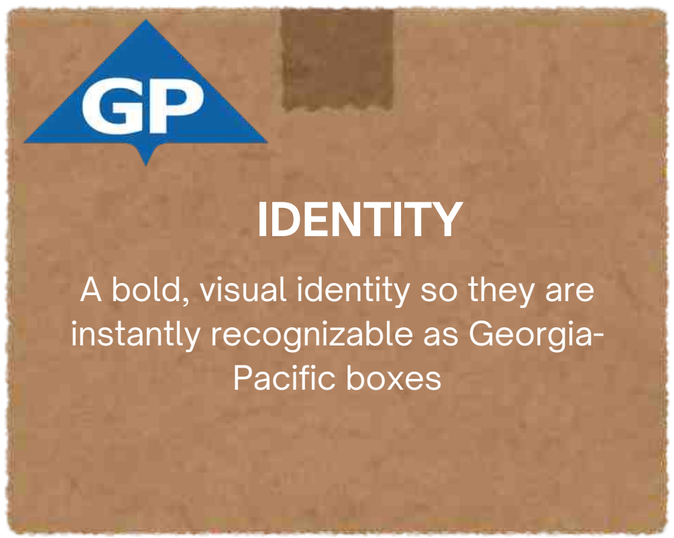
CycleFoward:
The Box That Gives Back

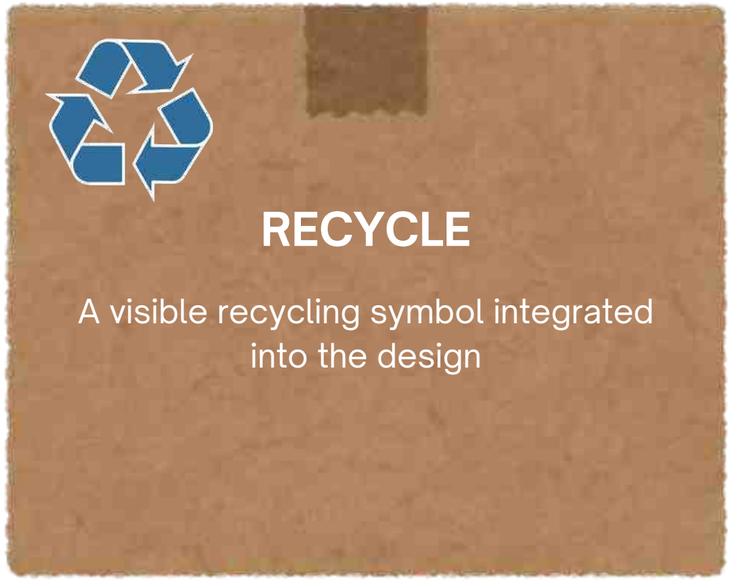
The initiative would introduce distinctive, branded shipping boxes made from 100 percent recycled fiber, designed with:



CycleFoward:
The Box That Gives Back

The initiative would introduce distinctive, branded shipping boxes made from 100 percent recycled fiber, designed with:







CycleFoward:
The Box That Gives Back

The initiative would introduce distinctive, branded shipping boxes made from 100 percent recycled fiber, designed with:

IDENTITY

A bold, visual identity so they are instantly recognizable as Georgia-Pacific boxes

THE JOURNEY

A printed “reuse journey” graphic that shows how the box can be reused multiple times before recycling

RECYCLE

A visible recycling symbol integrated into the design

CycleFoward:
The Box That Gives Back



Built-In Reuse Program

Each box features a scannable QR code that encourages consumers and businesses to track reuse cycles.



Measurable Environmental Impact

The initiative tracks key sustainability metrics, including the number of reuse cycles, reductions in single-use packaging waste, and increased recycling participation.



Brand Positioning Benefit

Georgia-Pacific strengthens brand recognition and positions itself as a leader in sustainable innovation.

THE *Investment Opportunity*

INVESTMENT ASK: $100 Million

WHY THIS MATTERS NOW

- Industry expected to reach **$50B by 2031**
- **95%** of goods shipped rely on cardboard packaging
- Industry shifting toward sustainability + cost efficiency
- **$4B** in unrecovered value from cardboard waste annually

CAPITAL DEPLOYMENT

- **40%** → Sustainable packaging innovation & infrastructure
- **25%** → Campaign execution (“Package with a Purpose”)
- **20%** → Pilot programs + strategic partnerships
- **15%** → Technology (QR tracking, reuse systems)

GEORGIA-PACIFIC ADVANTAGE

- Cost leadership at scale + national infrastructure
- Immediate ability to implement sustainable solutions
- Campaign + CSR create differentiation in a commoditized market

RETURN POTENTIAL

- Market share in high-growth sustainable packaging segment
- Increased client conversion & retention
- Long-term cost savings through closed-loop systems


Thank You!
GP
Georgia-Pacific
GP
Georgia-Pacific