

Bulletin

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15,000+ Trees Planted Via Paperboard Program

In honor of last month's Earth Day and Arbor Day celebrations, paperboard packaging manufacturers and industry suppliers across the country distributed some 15,785 tree saplings for local school children to plant in their homes and communities while teaching them about the environmental benefits of trees and paper.

The effort was part of the [Paperboard Packaging Council's](#) (PPC) annual TICCIT® Program. Short for "Trees Into Cartons, Cartons Into Trees," TICCIT (pronounced "ticket") is an outreach and educational program for school-aged children held every year to honor Earth Day and highlight the renewability and sustainability of paper and paperboard packaging.

Through the program, companies partner with a local area school, where they donate tree seeds or native saplings and teach students how to plant them in a milk carton, tissue box, or other paper-based carton. The cartons provide protection and a natural water funnel for the new trees.

Lifecycle Presentation

Sonderen Packaging of Spokane, Wash., was one of the companies participating in the program. Its representatives visited local schools on April 20 and made a presentation to students about the lifecycle of a tree when it's harvested and made into paperboard, the material Sonderen uses to convert into cartons.



The highlight of the visit was helping the students' plant trees into milk cartons that had been collected out of the school's waste

stream for the project. The students used them to plant white pine tree saplings that had been donated by Coeur d'Alene

Nursery and were instructed to take the trees and plant them in the ground at home—milk carton and all. As the trees grow, the cartons break down, completing the trees into cartons, cartons into trees cycle.

'You Get a Tree!'

"The children really liked it. I love their enthusiasm and that they're so fascinated at such a young age," said Lori Littlefield, Sonderen Production Administrator and Corrugated Manager, who helped run the project. "We get a tree? Yes, you get a tree!" And we explained that the milk cartons are one of the products made from trees and that their trees will be planted inside them."

"The students were interested in the sample boxes we brought with us from Sonderen Packaging and that they were made out of tree pulp," recalled Littlefield. "They were surprised to learn that aspirin, charcoal, tea, and paint are all made from tree products!"

Most people know that trees absorb the carbon dioxide that we exhale and produce oxygen that we breathe, but Sonderen Packaging also shared with students that new trees produce significantly more oxygen than old trees, so it's actually beneficial to cut down old trees for building materials, paper, etc., and then plant new ones. "The students really responded to our presentation and they especially enjoyed getting their hands dirty while planting their trees," said Littlefield.

A highly customizable program, the TICCIT curriculum contains both lecture-based and hands-on components. PPC members and non-members alike are 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 products made from trees, the papermaking process, and paper's recyclability. [Click here](#) to download the TICCIT program guide for more information on trees and recycling.

