

# DYK



*Springhill*  
VINEYARDS

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2017

MEMPHIS, TN

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## PACKING A PUNCH

Why the Future of  
Packaging Is Paper



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Q4 25

## Letter from the Editor

This holiday season, we've got packaging on the brain.

## The Future of Packaging with Classic Color

We spoke with Classic Color's Jeff Hernandez about the bright future of packaging and why he's fired up. We covered smart packaging, irresistible finishing techniques, automation and more.

## What Customers Want From Packaging in 2026

Brands are looking to create VIP unboxing experiences that are both memorable and sustainable. Why heavyweight uncoated paper may be the key to creating packaging that differentiates itself from the pack.

## All in the Family

The best brand experiences are consistent and cohesive. Unify your packaging with a family of complementary papers.

## Printer's Corner: DATAGRAPHIC

We spoke with Glenn Schuster of New York-based print service provider DATAGRAPHIC about new trends in packaging, the importance of on-site press checks and more.

## The DYK Mailbag

Your questions, answered! In this issue, we tackle reader questions on Extended Producer Responsibility (ERP) laws, ink absorption and balancing creative goals against technical realities.

## Sound Up: Unbox Some Inspiration

This issue's curated playlist is perfect for unboxing holiday gifts.

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Printer's Corner:  
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— Glenn Schuster, DATAGRAPHIC



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THE INTERIOR OF *DID YOU KNOW?* IS PRINTED ON ACCENT® OPAQUE 80 LB. TEXT. THE COVER OF *DID YOU KNOW?* IS PRINTED ON ACCENT OPAQUE 80 LB. COVER. THE MAGAZINE IS PRINTED ON A 40" MITSUBISHI PRESS AND SADDLE-STITCHED.

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# LETTER FROM THE EDITOR

WHAT WOULD YOU LIKE TO SEE COVERED IN FUTURE ISSUES OF DYK?

Reach us at [DYK@Sylvamo.com](mailto:DYK@Sylvamo.com)

With the holiday season upon us, it's no surprise that packaging is top of mind, and paper is here to change the game. The look, feel and durability of heavyweight paper can create a premium experience that consumers instantly recognize and connect with. Plus, heavyweight paper can help brands address key challenges such as shipping costs, sustainability and vendor coordination.

In many ways, heavyweight paper for packaging is an undiscovered treasure — and this issue is your map to uncovering its full potential.

## UNBOXING WHAT CONSUMERS ARE LOOKING FOR IN PACKAGING

Our cover story explores the latest trends shaping the packaging industry — and how uncoated heavyweight papers can deliver the kind of premium look that elevates brand perception and gets consumers talking.

## IN THIS ISSUE, YOU'LL FIND:

- A spotlight interview with Classic Color, a print service provider excited about the growing role of paper in packaging
- A conversation with DATAGRAPHIC about today's packaging landscape
- A family portrait showcasing how premium packaging incorporates papers of all weights and finishes
- A mailbag section that answers reader-submitted questions

And, of course, our curated playlist — because this issue is truly the full package!

Until next time,  
**ROBYN STEFFEN**

Associate Brand Manager  
Sylvamo



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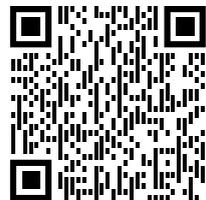
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HAVE YOU USED THE HEAVYWEIGHTS BY ACCENT® OPAQUE TO CREATE PREMIUM PRODUCT PACKAGING? IF SO, WE'D LOVE TO SEE IT — AND POSSIBLY FEATURE IT IN A FUTURE ISSUE. **SEND US YOUR PRINT PROJECTS.**

# THE FUTURE OF PACKAGING WITH CLASSIC COLOR



**I'm fired up about packaging. Smart packaging is getting smarter, with QR codes, NFC and RFID making every package a mini media channel that helps keep the conversation going.**

## HOW HAS PACKAGING EVOLVED IN THE LAST 15 YEARS?

Packaging has evolved from static containers into agile brand platforms — and the evolution of print technology is the rocket fuel. We've moved from long offset cycles to digital and hybrid workflows that let us prototype on a Monday and launch on a Friday with color-accurate, market-ready pieces. High-resolution digital inkjet, expanded color gamuts and tighter color management have lifted consistency across substrates.

The packaging segment of commercial print has made some great strides in the last 10 to 15 years, from simple boxes that contain products to a custom experience that can engage and delight customers.

Chicago-based printer Classic Color's Jeff Hernandez spoke with us about the bright future of packaging, and why printers need to embrace innovative, outside-the-box thinking to make the most of what the future will offer.

## LET'S START WITH THE CURRENT STATE OF PACKAGING. WHAT DOES THE CURRENT LANDSCAPE LOOK LIKE?

I'm fired up about packaging. Smart packaging is getting smarter, with QR codes, NFC and RFID making every package a mini media channel that helps keep the conversation going. Personalization is booming — digital print and VDP mean we can produce short, regional or limited publication runs fast to help our customers stay nimble.

Short-run packaging and influencer boxes are growing fast and becoming essential for brands looking to create unique, shareable experiences. Craft and small-batch product packaging is also exploding as its own category, giving emerging brands a premium way to stand out. Influencer marketing overall is going through the roof and packaging is at the center of it.



## ARE THERE COMMON QUESTIONS CUSTOMERS HAVE ABOUT PACKAGING? DO YOU HAVE TO DO A LOT OF EDUCATING WHEN YOU'RE APPROACHED ABOUT A PACKAGING JOB?

The big questions center on color and print quality — for example, questions like will my reds stay rich and consistent? We also talk about substrate choices, considerations like SBS vs. FBB, coated vs. uncoated, brightness, opacity and texture. We also get a lot of questions about more practical matters, things like availability, minimum order quantities, lead times and scaling from pilot programs to national launches.

You don't need to be a paper engineer when working with us though. That's our lane. We know the right questions to ask clients that will help us guide them to the right substrate and structure.

## ARE THERE CERTAIN FINISHINGS THAT ARE MORE EFFECTIVE IN PACKAGING COMPARED TO OTHER TYPES OF PRINT?

Definitely! Packaging is where finishes really earn their keep. Tactile coatings are huge, like soft touch, matte and gloss contrast. Rubber, leather or glitter textures create that irresistible "pick-me-up" feel while also adding scuff resistance. Foil stamping and embossing take it even further, adding shine, dimension and luxury that command attention. This is Classic Color's wheelhouse, and it consistently drives better response, recall and engagement.

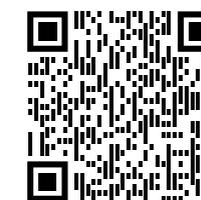
**The future of packaging is going to be fiber-forward, data-informed and automation-driven.**

## HOW DOES SUSTAINABILITY FIT INTO PACKAGING?

Sustainability is now a must-have. Clients ask for it, especially FSC®-certified or recycled boards, fiber-based alternatives to film wherever possible, UV coating instead of plastic-heavy laminations and mono material constructions that can actually be recycled. We also specify inks, coatings and adhesives with end-of-life in mind. We prototype fast to help avoid overprinting, and we make sure sustainability is baked into the overall job, from pallet to consumer.

## WHERE IS PACKAGING GOING? WHAT DOES THE FUTURE LOOK LIKE?

The future of packaging is fiber-forward, data-driven and automation-focused. Fiber-based substrates and recyclable barrier coatings are replacing plastics in many applications, with mills and converters investing heavily in more sustainable material science. On the production side, automation continues to advance. Automated die-cutters, folder-glueers and robotic packing systems are cutting set-up times — these advancements are also improving consistency and reducing labor dependency. Digital print is expanding beyond labels into folding cartons and corrugated boxes, enabling short-run, versioned and regionalized packaging at scale. These developments are moving the industry toward packaging that is smarter, more efficient and more aligned with brand needs and environmental responsibility.



**LEARN MORE ABOUT CLASSIC COLOR**



# WHAT CUSTOMERS WANT FROM PACKAGING IN 2026

CUSTOMERS HAVE SPOKEN. PACKAGING IS NO LONGER JUST A CONTAINER FOR A PRODUCT.

Today's packaging landscape is about creating a high-end look and feel that elevates brand perception and delivers a standout experience, both on a store shelf and in a direct-to-consumer e-commerce application.

The most affecting packaging creates "a VIP signal," according to Jeff Hernandez of Classic Color.

For printers looking to make a splash in packaging, it can be a daunting task to create something that stands out and meets a variety of other customer needs. While customers readily leap to plastic and paperboard, heavyweight uncoated paper is the best-kept secret that customers need to know about to create packaging that differentiates itself from the pack.

Plastic and paperboard offer high levels of visual appeal and protection, but the right heavyweight uncoated sheet can provide the necessary level of strength for many applications, with the added benefits of being lighter-weight and more cost-effective to ship.

For example, an average 130 lb. uncoated heavyweight paper stock comes in between 250 to 350 gsm. 130 lb. paperboard clocks in between 300 to 500 gsm. This difference can represent a significant cost reduction in shipping *without* sacrificing visual appeal, strength and foldability.

While bringing down shipping costs is important for customers, heavyweight papers bring so much more to the table in producing product packaging that performs.

## THE HEAVYWEIGHTS BY ACCENT® OPAQUE SPECS

PAPER	GSM	BRIGHTNESS
100 lb. Smooth	271	97
120 lb. Smooth	325	97
130 lb. Smooth	346	97
100 lb. Super Smooth	271	97
110 lb. Super Smooth	296	97
100 lb. Warm White	271	N/A
100 lb. Indigo Treated Smooth	271	97
120 lb. Indigo Treated Smooth	296	97
130 lb. Indigo Treated Smooth	346	97
100 lb. Indigo Treated Super Smooth	271	97
110 lb. Indigo Treated Super Smooth	296	97

## TRY THIS SHEET

The Heavyweights by Accent Opaque are available in 100 lb., 120 lb. and 130 lb. options. With a gsm of 400 or less, The Heavyweights create strong, durable packaging without breaking the bank.

## UNBOXING THE PACKAGING LANDSCAPE

Product packaging that creates a premium vibe is perhaps the biggest thing customers are hunting for — and it makes sense when you look at what drives consumer purchasing habits.

70% of consumers make purchasing decisions based solely on packaging.<sup>1</sup> And a recent study found a strong link between a package's visual features and the level of 'premiumness' perceived by the consumer.<sup>2</sup>



“Heavyweight uncoated paper is the best-kept secret that customers need to know about.”

<sup>1</sup> Robinson, Cheryl. "Psychology of Product Packaging, How It Plays Into Profitability." Forbes. Feb. 28, 2025.  
<sup>2</sup> Romeo-Arroyo, Elena; Jensen, Henrik; v, Carlos. "Assessing the Influence of Packaging Design symmetry, Curvature, and Mark On the Perception of Brand Premiumness." International Journal of Gastronomy and Food Science. March 2023.

Brand perception is at the core of why customers want packaging with a more premium look. Premium packaging helps elevate brand perception on a visual *and* tactile level. It both signals the exclusive nature of the product inside and demonstrates the brand's dedication to providing a high-caliber consumer experience from purchase to unboxing.

Ashely Roberts outlines this relationship in her article for *Packaging Impressions* titled "Powering Perception with Packaging Embellishments."

"Imagine ordering a product online and it arrives in a package that is plain or appears worn. Now imagine that same product arriving with a beautiful, embellished label," writes Roberts. "Though the product inside may be the same, there's little doubt about the important role packaging plays in brand perception."<sup>3</sup>

Similarly, customers need packaging that extends or elevates the brand experience. Integrating digital elements like QR codes that make it easier for consumers to visit a website, watch a video, join a loyalty program or redeem special offers transforms packaging into an additional consumer touchpoint. This can deepen a connection with a brand and create a stronger sense of brand loyalty.

Forging a deeper connection with consumers also hinges on aligning with their values. Sustainability is extremely important for consumers today, and print customers need eco-friendly packaging to meet this demand. Packaging materials that use post-consumer fibers and are easy to recycle are no-brainers, especially for organizations that embrace sustainability as part of their brand.

"Sustainability is now a must-have," says Hernandez.

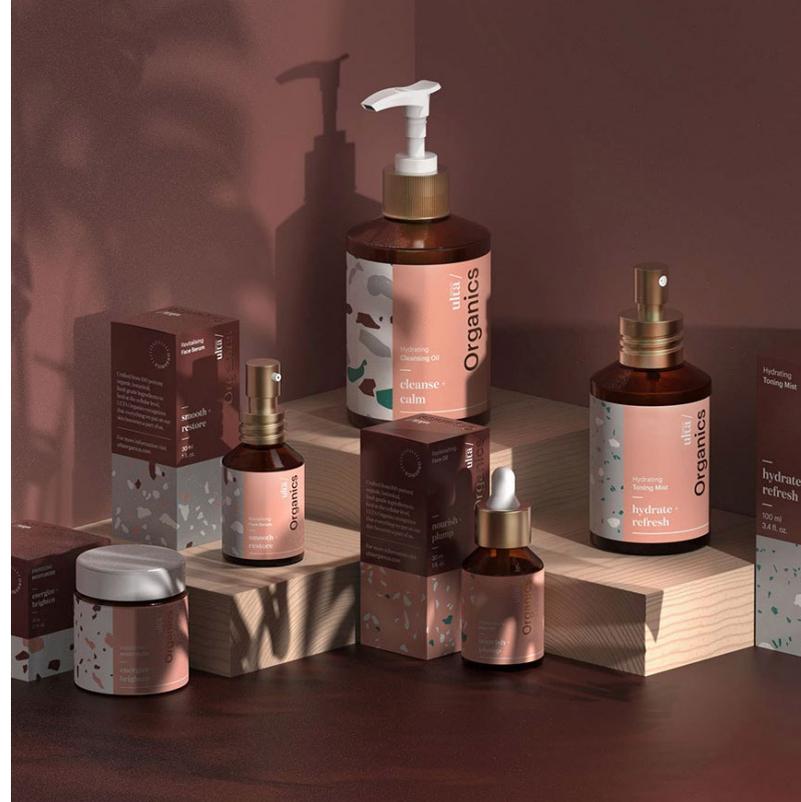
Speaking of conservation, an economy of materials is also a top-tier concern for print customers. Simplifying and reducing the amount of materials required to create, seal and ship packaging helps organizations streamline their fulfillment operations and reduce packaging size and weight. This makes shipping products more cost-effective, helping print customers improve their profit margins and be more agile in their business practices.

When it comes down to it, customers want packaging that enhances their brand, elevates consumer perception and reduces material usage in service of sustainability and simplicity.

## HOW PAPER CAN CHECK ALL THE PACKAGING BOXES

Heavyweight uncoated paper can do *more* than simply meet what consumers want in packaging. In fact, the right heavyweight sheet can help create packaging that goes above and beyond. Here are a couple of ways paper can help check all the packaging boxes.

“**Brand perception is at the core of why customers want packaging with a more premium look.**”



“**Uncoated heavyweight papers can create an artisanal or boutique vibe without sacrificing flexibility, foldability or strength.**”

## ELEVATE BRAND PERCEPTION

First, let's talk about brand perception. The thickness, rigidity and tactile sensation of uncoated heavyweight papers almost instantly elevates brand perception, enhancing the sense of premiumness that drives product sales and growth. Uncoated heavyweight papers can also create an artisanal or boutique vibe without sacrificing flexibility, foldability or strength.

## ENHANCE SUSTAINABILITY

From a sustainability perspective, uncoated heavyweight paper clearly beats plastic and can go blow-for-blow with paperboard. Heavyweight sheets made with fiber sourced from sustainably managed forests can help customers meet sustainability initiatives or benchmarks. FSC®-certified heavyweight papers can also help customers satisfy consumer demand for more eco-friendly packaging.

## CREATE A CONSISTENT, UNIFIED BRAND EXPERIENCE

It's important to remember that packaging consists of more than just a box. High-quality, dynamic packaging can extend to the print materials inside — think instruction sheets, bottle tags and packing slips. Choosing complementary paper stocks for each component of product packaging can help customers make a unified, cohesive brand statement, creating a more satisfying and memorable experience for consumers.

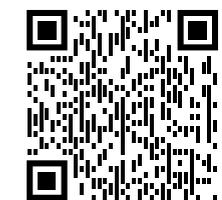
## THE FUTURE OF PACKAGING IS PAPER

For Jeff Hernandez of Classic Color, the future of paper packaging is bright. While offset more often than not leads the way in the production of paper packaging, Hernandez believes the continued evolution of digital press technology and variable data printing (VDP) will make it easier and even more cost-effective to print personalized packaging.

Smart packaging — packaging that incorporates digital integrations like QR codes or NFC — will also continue to advance, helping customers create a more custom, personalized brand experience.

"Paper wins," says Hernandez, who says the future of paper packaging will be driven by stocks with lower calipers and high strength.

Paper may be nothing new, but the right uncoated heavyweight stock can actually help customers embrace packaging trends in 2026 *and* beyond. With the versatility of paper, customers can essentially future-proof their product packaging against whatever the next trend or market demand may be.



**EXPLORE ALL THE HEAVYWEIGHTS HAVE TO OFFER**

<sup>3</sup> Roberts, Ashley. "Powering Perception with Packaging Embellishments." *Packaging Impressions*, March 12, 2018

# ALL IN THE FAMILY

FOR A COHESIVE UNBOXING EXPERIENCE, LOOK TO THIS FAMILY OF COMPLEMENTARY PAPER BRANDS

## FIRST IMPRESSION, PERFECTED

For packaging that wows, choose a heavyweight cover stock made for scoring, folding, die cutting and finishing. **Accent® Opaque Cover** and **The Heavyweights by Accent Opaque** are uncoated — perfect for communicating premium quality before they even open the box.

## CONSISTENCY WHEN EVERY WORD MATTERS

Look for reliability and consistency for packaging inserts, instructions and manuals. **Williamsburg Offset** is known as the workhorse of the print shop due to its superior runnability, excellent ink holdout and economical price point.

## THIS LABEL SAYS IT ALL

A smooth printing surface means crisp, vivid images and consistent production. For labels that really shine, look for paper that is high in both brightness and opacity for excellent print contrast with no showthrough. Finally, don't be afraid to add some embellishment.

## MAKE THE LITTLE DETAILS COUNT

Invoices and packing slips require a copy paper that's made right. **Hammermill®** is engineered and tested to work well every time — no smudges, no smears.

## STAND UP AND STAND OUT

Grab their attention with a tag that deserves to be noticed. Choose a durable sheet with high stiffness, tear strength and bulk. **Springhill® Uncoated Bristols Tag** is a stand-out sheet that's up to the job.

## DID YOU KNOW?

All Sylvamo papers are SFI® or FSC® certified, which means you can be confident your packaging materials are sustainably sourced.

# PRINTER'S CORNER: DATAGRAPHIC



## WHAT DOES THE FUTURE OF PACKAGING LOOK LIKE? WHERE IS THIS TYPE OF PRINT HEADED?

The type of packaging we work with most frequently — folded carton packaging — is trending in a really positive direction. For a long time, this kind of print we do was reserved for special product launches or special announcements, but I think the stakeholders in companies we work with have realized that a good product in good packaging is more impactful than a good product in poor packaging. I think the companies we work with have realized the connection between quality packaging and improving their bottom line.



**I think the sentiment from customers right now is: If I'm gonna print something and go through the expense of binding and mailing it, I want to make an impression with it.**

## WHAT ARE SOME OF THE CURRENT TRENDS IN PACKAGING?

It's all about tactile. There seems to be a movement to counter the digital world, the social media world. We're in a physical business — one of specialty print. I think the sentiment from customers right now is: *If I'm gonna print something and go through the expense of binding and mailing it, I want to make an impression with it.* I think people want to print something that is set apart from digital... whether that's through the paper stock itself or the embellishments that are incorporated into the piece.

## ARE THERE CERTAIN EMBELLISHMENTS OR FINISHINGS THAT ARE BETTER SUITED TO ENHANCE THE TACTILE NATURE OF PACKAGING?

We do foil stamping, embossing and die cutting, but I would say most frequently we're asked to incorporate the foil stamping or embossing. Sometimes just a flat foil stamping is the best finishing for a project, but other times it's a combination of foil stamping and embossing — we foil stamp and then emboss to raise the image and help enhance that tactile appeal.

## HOW DOES THE ISSUE OF SUSTAINABILITY FIT INTO PACKAGING?

There are definitely customers who are sensitive to it and who come to us with sustainability in mind — for some customers, sustainability is just part of their company culture, part of what they're about. Budget is a huge driver for so many of our clients, so it can be tricky...having customers come out on press can be eye-opening, especially for those who have never been on press before.

## HOW OFTEN DO YOU HAVE CLIENTS OUT FOR PRESS CHECKS?

All the time. This is our world. We're usually working with creative directors and we want them to see that we're not another commodity printer. Having clients on press is really enlightening, especially for a younger generation of people who didn't really grow up with direct mail. So many of today's designers that design for print never actually see how the print process works.

It's a real *a-ha* moment when they see the speed of print, how the sheets need to be lined up, pagination, all that. I really believe having clients on press helps educate them and makes them more appreciative of the entire print process.



Since 1927, New York printer DATAGRAPHIC has helped customers across a wide spectrum of industries harness the power of print to create a more tactile, memorable brand experience. Packaging is one area of print where DATAGRAPHIC has extensive experience. Glenn Schuster from DATAGRAPHIC spoke with us about current trends in packaging, the educational value in having on-site press checks and more.



◀ SCAN TO LEARN MORE ABOUT DATAGRAPHIC



# THE DYK MAILBAG

Have a paper or print question?  
We have the answer.

**Q: HOW COULD A WIDER ADOPTION OF EXTENDED PRODUCER RESPONSIBILITY (ERP) LAWS AFFECT PRODUCT PACKAGING IN THE U.S.?**

— Gwendolyn in Longview, WA

**A:** Extended Producer Responsibility (EPR) laws are an emerging set of environmental policies that shift the financial and operational responsibility for managing products at the end of their life to the producers or manufacturers of those products. The goal of EPR laws is to make companies responsible for the entire lifecycle of a product, including post-consumer collection, recycling and disposal.

EPR laws are active or set to take effect in seven states, as well as several Canadian provinces and EU countries, with more states likely to follow in the coming years.

These laws will likely impact product packaging in several key ways. They will encourage a move toward the most sustainable materials — those that are easiest and most cost-effective to recycle. This is expected to drive innovation in the formulation of packaging materials to simplify recycling and repurposing.

There may also be an increased financial burden, as companies could be required to pay fees based on the amount and recyclability of the packaging they put on the market. This will further incentivize companies to select eco-friendly packaging materials and processes.

Printers and brands will need to prioritize transparency about their alignment with EPR regulations. This will require improved data management, along with enhanced supply chain management to source the right substrate to align with EPR initiatives.

Whatever the driving factor, the packaging industry will need to evolve toward a more circular economy that meets developing sustainability guidelines. As one of the most common and easily recyclable materials available, paper is well suited to help companies adapt to changes in the packaging landscape.



## THE HEAVYWEIGHTS BY ACCENT OPAQUE

is a line of durable heavyweight paper that is ideal for a wide range of packaging applications. Available in 4 basis weights up to 130 lb., this versatile uncoated sheet can help you create the highest quality packaging.



EXPLORE THE  
HEAVYWEIGHTS



**Q: HOW DO I BALANCE MY CLIENT'S BRAND GOALS WITH THE MORE TECHNICAL REALITIES OF CREATING PRODUCT PACKAGING?**

— Sammy in Eerie, PA

**Q: I'M WORRIED ABOUT INK ABSORPTION AND DRYING TIME WHEN USING HEAVYWEIGHT PAPERS FOR PRODUCT PACKAGING. SHOULD I BE WORRIED?**

— Spencer in Knoxville, IL

**A:** This is a great question. It's important to remember that not all heavyweight papers are created equal. Choosing an uncoated heavyweight with the right characteristics for packaging applications will help alleviate your fears.

First, select an uncoated heavyweight paper that offers a smooth printing surface for even ink distribution. This helps reduce the likelihood of oversaturation and smudging and promotes fast, blemish-free drying. A smooth, even print surface also supports vivid, consistent color reproduction, helping to emphasize key branding elements.

Excellent opacity is also important, as it minimizes show-through. Finally, high brightness and whiteness will help ensure accurate, blemish-free color reproduction.

The Heavyweights by Accent® Opaque are designed specifically for quick drying times and excellent ink holdout. With high brightness and a preferred blue-white shade for standout print contrast, these uncoated heavyweight sheets offer superior performance without concerns about poor ink absorption or prolonged drying times.

**A:** Balance is really the operative word here. Every packaging project requires trade-offs between technical or functional aspects — such as strength, durability and printability — and design priorities like vivid colors, sharp images and finishing techniques like foils or embossing.

Determining the right balance between these poles changes from project to project, but there are a couple of overarching elements to consider.

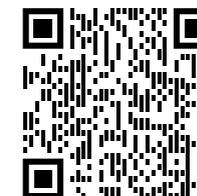
To strike the right balance, choose a versatile packaging material that can adapt to changes in design concept or budget. For example, some heavyweight uncoated papers combine a premium look and feel with superior strength and durability. These are ideal for folds and finishing techniques such as die-cutting and foiling, which help to create a positive brand impression.

Communication and collaboration with your printer are essential. Working together to prototype designs and refine concepts can help troubleshoot potential design issues. Understanding the printer's equipment capabilities — both on the print and finishing side of things — ensures the highest-quality packaging without compromising efficiency.

Aligning brand aspirations with technical feasibility requires open dialogue, flexible strategy and a willingness to iterate — all familiar practices to those in the print industry.



**GOT A QUESTION FOR THE DYK MAILBAG? SCAN THE QR CODE TO SUBMIT IT FOR CONSIDERATION FOR AN UPCOMING ISSUE.**



# SOUND UP

A CURATED PLAYLIST FOR WORK OR PLAY  
UNBOX SOME INSPIRATION



## Unbox Some Inspiration

Accent Opaque · 11 songs, 41 min 13 sec



#	Title	Artist
1	Pretty Paper	Roy Orbison
2	Paper Thin	John Hiatt
3	Paper and Ink	Tracy Chapman
4	Paper Rings	Taylor Swift
5	Please Mr. Postman	The Marvelettes
6	Boxes	The Goo Goo Dolls
7	Heart-Shaped Box	Nirvana
8	Don't You (Forget About Me)	Simple Minds
9	Express Yourself	Charles Wright & The Watts ...
10	Confusion In The Marketplace	The Hold Steady
11	Rox In The Box	The Decemberists

**SCAN TO LISTEN!**

A lively mix of songs about the importance of high-quality packaging in creating a more premium consumer experience. ▶





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The cover of *Did You Know?* is printed on Accent Opaque 80 lb. Cover.  
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For comments or inquiries, please contact us at [DYK@Sylvamo.com](mailto:DYK@Sylvamo.com).

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The mark of  
responsible forestry

