

Value of an industry voice joined in a common mission

In 2024, the American Forest & Paper Association (AF&PA) grew membership and made remarkable progress in addressing the most pressing priority issues for our industry. We forged strong collaborations within our association and with key stakeholders to strengthen U.S. manufacturing and promote the more than 925,000 people who make the essential paper products Americans rely on.

In Washington D.C., our team has been tackling critical issues such as regulatory burden, product stewardship, and ensuring free and fair trade. These efforts lay the groundwork for transformative change across the industry. And they help keep our economy strong, supporting jobs from coast to coast as a top 10 manufacturing sector in 44 states, especially in rural America.

Our work in 2024 centered on 3 strategic pillars:

- Advance a safe, nimble, and effective organization.
- Position our industry as leading manufacturers of safe, sustainable and essential materials for the circular economy.
- Successfully achieve priority public policy outcomes.

Our collective success is further bolstered by the active participation and unwavering commitment of our members. Through our *Better Practices, Better Planet 2030* initiative, we affirm our dedication to the safety of our workers and ensuring the renewable resource that sustains our industry today will continue to do so for generations to come.

Looking ahead, the foundation we built in 2024 will enable us to capture new opportunities to contribute to growth and innovation. As we continue to advocate for strong U.S. pulp, paper, tissue and packaging manufacturing, we will focus on evolving and adapting to the challenges that lie ahead. Together, we will ensure that our industry meets the opportunities of tomorrow with innovative solutions and remains a steadfast leader in manufacturing **sustainable products for a sustainable future**.

Thank you for your partnership!

Heidi Brock
AF&PA President and CEO

Howard Coker
President and CEO, Sonoco Products Company



AF&PA's Board Chairs, past and present. From left to right: Colin Moseley (2010), Chairman, Simpson Lumber Company, LLC; Mark Kowlzan (2016 and 2025), Chairman and CEO, Packaging Corporation of America; Howard Coker (2024), President and CEO, Sonoco Products Company; Christian Fischer (2022), President and CEO, Georgia-Pacific LLC; Heidi Brock, President and CEO, AF&PA; Mike Doss (2021), President and CEO, Graphic Packaging International, LLC; and Brian McPheely (2023), Global CEO, Pratt Industries, Inc.