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Papermaking Industry Economic Analysis Demonstrates Positive Impacts and Sustainability of Wisconsin's Paper Industry

Findings Highlight Industry's Positive Affect on State's Economy

Madison... The Wisconsin Paper Council is praising recent findings from a newly released report commissioned by the Wisconsin Economic Development Corporation. The findings are an in-depth study of the state's pulp, paper and converting industries that quantify the economic contribution of the industry at the state and county level.

"The report highlights the importance of Wisconsin's pulp, paper and converting industries," stated Scott Suder, President of the Wisconsin Paper Council, the statewide organization that advocates on behalf of the paper and pulp industries. "These industries generated over \$18 billion in economic output and employed over thirty-thousand people in Wisconsin in 2018. These are impressive and important facts that demonstrate the importance of paper to Wisconsin's economy. The Wisconsin Paper Council both acknowledges and appreciates the efforts of both WEDC and WIST on this important project."

The study, done by the Wisconsin Institute for Sustainable Technology, draws on publicly available data including from the U.S. Census Bureau, the Bureau of Labor Statistics and the Bureau of Economic Analysis. In addition, the Wisconsin Paper Council assisted the WIST report by coordinating communications with industry leaders that resulted in dozens of interviews.

In 2018 there were twenty-four paper companies operating mills at 34 locations in Wisconsin and 204 converters operating mills in the state as well.

Suder went on to say, "Wisconsin leads the nation in paper production, a fact that our papermakers are very proud of. Today highly skilled engineers and technology workers also make up a sizeable portion of that workforce. We are also seeing a tremendous amount of growth in this sector in Wisconsin. Two of the most notable examples of this is Green Bay Packaging's announcement of a \$500 expansion and ND Paper's expansion of their Biron Mill in the amount of \$189 million."

The report concluded that opportunities for the industry include increased demand for packaging materials. Other specialty papers such as coated or laminated materials that can compete with plastic are seen as more sustainable and more environmentally friendly are also great areas for growth.

The Wisconsin Paper Council (WPC) is the premier trade association which advocates for the papermaking industry before regulatory bodies, state and federal legislatures to achieve positive policy outcomes. WPC also works to educate the general public about the social, environmental, and economic importance of paper, pulp, and forestry production in Wisconsin and throughout the Midwest.

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