

International Paper

See how we helped International Paper recycle the pages from its past that had been scattered throughout the world ...



When International Paper hired The History Factory to develop and implement programs for the company's 100th anniversary, we faced a daunting task: without an archive or any established system for collecting company memorabilia, there were few tangible artifacts on which to build programs for a company-wide celebration.

The History Factory implemented a Discovery Process to identify and collect artifacts from around the world. We worked with employees, retirees and customers to aggregate materials to build an archive for the organization.

Informational interviews with American, European and Asia-Pacific executives helped crystallize the specific goals for the anniversary campaign, and The History Factory structured specific programs to accomplish these goals.

Among the highlights of the celebration: three tractor-trailer exhibits traveled throughout North America, visiting International Paper facilities and sharing with employees artifacts and stories from the illustrious history of the company, and a highly illustrated book entitled *Generations of Pride*.

The History Factory is a heritage management firm that helps organizations discover, preserve and leverage their history to meet today's business challenges.



THE HISTORY FACTORY

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