

Pinelope Tree

The official bio and origin
story of IP's company mascot



Birthday: March 10, 2008

Hometown: Nearest certified forest

Favorite Subject: Science

Favorite Hobby: Reading

Favorite Book: *The Tree Farmer* by
Chuck Leavell & Nicholas Cravotta

Pinelope Tree's Origin Story



Once upon a time, there was a little tree seedling – no bigger than a pencil mind you – with a big idea. And as the seedling grew, so did the idea. Until one day, it was time to leave the well-known forest .

Some trees make paper, some make boxes, some make baby diapers – they all make clean air – but Pinelope Tree often wondered if people knew all of this. “They always seem so busy,” Pinelope thought.

“When I’m old enough,” Pinelope pondered, “I’m going to tell everybody about what a special job a tree has ... that will be my job.”

And so, Pinelope left the forest to begin this new job. But, where to start?!? Tired and disappointed, Pinelope decided to get some sleep and start again the very next day.

When Pinelope awoke, two little creatures suddenly appeared! “Who are you?” Pinelope asked.

“I’m Blue the Bird,” said the first.

“And my name is Rocky, I’m a squirrel,” said the other. “We live in this forest, but we’ve never seen you here before. Are you lost?”

“Well, I suppose I am if I don’t know where I’m going,” Pinelope said. “I want to tell people what a special job trees have, but I don’t know where to start.”

“Well,” said Blue, “I can fly so I see everything!”

“And I hear really well, so I can listen out for you,” said Rocky. “What if we come with you to help you find your way?”

“That would be great,” said Pinelope. “Lead the way!”

And so, with Blue and Rocky’s guidance, the trio came to International Paper’s Pensacola Mill and found there was so much to do that they never wanted to leave. Pinelope taught everyone at the mill about sustainable forestry practices and introduced employees to the Sustainable Forestry Initiative and the Abundant Forests Alliance.

“There is so much people don’t know,” said Pinelope. “Reusing and recycling is so important, and people don’t do it enough! But it’s okay to use new trees, too, as long as we do it responsibly. Looks like I got here just in time to get to work!”



Original Pinelope artwork from Carol Flemming’s Costume Design in Pensacola.



Chairman and CEO Mark Sutton poses with Pinelope at the launch of the new IP brand in 2023.



Pinelope is worn by employee volunteers and attends community events and team building activities.