Print, Paper & Paper Packaging

What a great, sustainable idea



MEMBERSHIP

TWO SIDES
www.twosides.info

LOVE PAPER®
www.lovepaper.org

"At Two Sides we have one goal – to ensure that print remains one of the most powerful and sustainable forms of communication for generations to come."

Contents

What We Do

About Two Sides 3

Love Paper Campaign 4

Anti-Greenwash Campaign 5

Resources

Myths & Facts Booklet 6

Fact Sheets 6

Videos 7

Factographics 7

Research 8

Paper Packaging Booklet 9

The Page 9

Membership

Why Join Two Sides? 10

How To Join 11

Two Sides is an initiative by companies from the print, paper and packaging industry including; Forestry, Pulp, Paper, Inks and Chemicals, Pre-Press, Press, Finishing, Publishing, Printing, Envelopes and Postal Operators.

About Two Sides

Two Sides was created in 2008 with members from the print, paper and packaging industry, creating a forum for the industry to work together and share experiences; improving standards and practices and maximising customer confidence in our products.

Two Sides now operates throughout Europe, North America, South America, South Africa, Australia and New Zealand.

Two Sides Vision

Paper has been the preferred communications medium for 2,000 years. Even in today's digital world, it continues to be highly effective and, produced, used and disposed of responsibly, is inherently sustainable.

Two Sides seeks to ensure that by fostering a better understanding of our industry's environmental credentials, paper, through its myriad of uses, from commercial applications to the basis of learning and creativity, remains an essential medium for many generations to come.



LOVE PAPER CAMPAIGN

The Love Paper campaign tells millions of people every year about the great environmental story behind print, paper and paper packaging.

The campaign, first launched in 2012, seeks to improve consumer perceptions of print media and raise awareness of the responsible forestry which supports the paper and packaging industry.

A 2025 consumer survey, commissioned by Two Sides and conducted by Toluna, revealed some common misconceptions held by UK consumers:

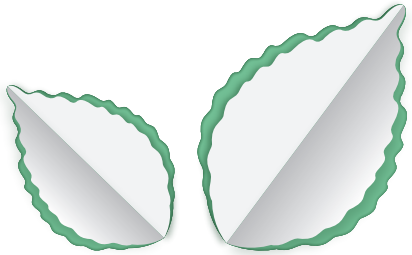
- **56% believe European forests are shrinking**
  – in fact, they're growing in size by 1,500 football pitches every day.[1]
- **Just 25% understand the European paper recycling rate exceeds 60%**
  – it's actually 75%[2] (The highest in the world!)

The Love Paper campaign reaches tens of millions of consumers in the UK alone. This has been thanks to the support of newspaper and magazine publishers donating millions of pounds of advertising space.

The Love Paper adverts regularly appear in national newspapers including; The Sun, The Times, Financial Times, Evening Standard, The Economist, Daily Express and dozens of popular consumer and B2B magazines.

Visit the new Love Paper website to find out more:
www.lovepaper.org

1. Two Sides Analysis of FAO data, 2005-2020 2. 2024 recycling rate - Cepi Key Statistics, 2024



PAPER LOVES TREES

European forests, which provide wood for making paper, paper packaging and many other products, have been growing by 1,500 football pitches every day!

Source: Food and Agriculture Organisation of the United Nations (FAO), 2005 - 2020
European Forests: EU27 + Norway, Switzerland and the UK

Discover the story of paper
www.lovepaper.org
Scan for paper facts, activities, blogs and much more!

LOVE PAPER

ANTI-GREENWASH CAMPAIGN

Two Sides actively engages organisations found to be using unsubstantiated environmental claims about the use of paper.

To date, over 1,340 companies engaged by Two Sides have changed or removed misleading messages.

Common inaccuracies about print and paper are still a major issue for the industry. These misconceptions are further reinforced by financial organisations, utility companies and many other service providers, as they increasingly encourage their customers to switch to electronic bills and statements. Often the incentive to switch is based on unfounded environmental claims such as "Go Green – Go Paperless" and "Choose e-billing and help save a tree". These messages are unsubstantiated, misleading and can have a lasting effect on consumer perceptions of paper.



What Is Greenwashing?

"Greenwashing is the practice of making an unsubstantiated or misleading claim about the environmental benefits of a product, service, technology or company practice."

"HSBC UK takes our climate commitments and transition to net zero very seriously. Therefore, as soon as the statements about paper were brought to our attention the blog was removed."

Tom Wolfenden, Head of Retail Banking, HSBC

"You make a good point in your Two Sides information, so we will have another look at how we present our communication and will certainly ensure we comply with CAP Code and DEFRA guidance."

Colin Skellet, Group Cheif Executive, Wessex Water

If you see examples of Greenwash from your own services providers, let us know: **greenwash@twosides.info**

MYTHS & FACTS BOOKLET

The Myths and Facts booklet is one of the key resources of the Two Sides campaign. The booklet addresses the popular myths about print and paper and dispels those myths with verifiable facts.

Members of Two Sides can personalise the Myths and Facts booklet. By adding your company's logo to the front cover, these personalised booklets can be a valuable tool to share with customers, staff and stakeholders.

To download the Myths and Facts booklet, visit:
www.twosides.info/myths-and-facts







FACT SHEETS

Two Sides has published a series of fact sheets to address a wide array of environmental and social issues. These comprehensive fact sheets cover the most common areas of misunderstanding, ranging from forestry to the real environmental impact of electronic communication.

Members of Two Sides can also personalise the fact sheets; creating a powerful addition to their own sustainability materials.

To download the fact sheets, visit: **www.twosides.info/fact-sheets**

VIDEOS

Two Sides have a series of 20 social media friendly mini videos.

These cover a range of topics, from sustainability to consumer preferences, and are a fantastic addition to your social media communications.

Members of Two Sides can use and personalise these mini videos by adding their company logo to the footer of each video.













FACTOGRAPHICS

Two Sides also have a suite of 20 eye-catching factographics which help communicate the facts in a visual and shareable format, perfect for social media.

Members of Two Sides can personalise the factographics. By adding your company's logo, these factographics can be a valuable tool to share with customers and stakeholders.

RESEARCH

Two Sides conducts and publishes regular consumer research to identity, measure and track consumer perceptions and attitudes towards of the print, paper and packaging industry.

Surveys, like the 2025 Trend Tracker, are conducted on all factors affecting print, paper and packaging including sustainability, printed advertising and digital communications.

"The Trend Tracker survey seeks to understand consumer perceptions across a wide range of topics relating to print, paper, paper-based packaging and tissue products. We will begin to build on previous surveys and continue to track important consumer perceptions about the attractiveness and sustainability of paper-based materials."

You can download the latest research at:
www.twosides.info/trend-tracker-2025



THE MYTH

56%

of EU consumers believe European forests are shrinking

THE FACTS

- European forests have been growing by over 1,500 football pitches every day.[1]
- 73% of wood and even 90% of market pulp comes from forest management certified sources.[2]

THE MYTH

56%

of EU consumers believe e-comms are better for the environment

THE FACTS

- The ICT industry accounted for 4-6% of global electricity use in 2020, which is more than 2% of global greenhouse gas emissions.[3]
- Just 22.3% of global e-waste was collected for recycling in 2022 (42.8% in Europe).[4]

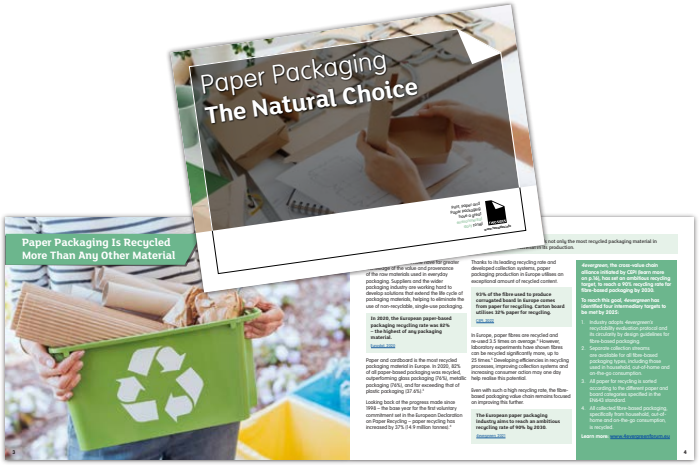
1. Two Sides Analysis of FAO data, 2005-2020 2. Cepi Forest Resources, 2023 3. UK Parliament, Energy consumption of ICT, 2022 4. Global Transboundary E-waste Flows Monitor, 2024

PACKAGING BOOKLET

Paper packaging is made from renewable materials. It is durable, attractive, recyclable and biodegradable. It is an essential component of the circular economy.

Paper Packaging is a key focus of Two Sides and we have produced information and resources for the industry. This includes a new booklet exploring 8 powerful reasons why paper packaging is the natural choice for brands, retailers and consumers.

To download the booklet, visit:
www.twosides.info/the-natural-choice





THE PAGE

Created by Two Sides UK, The Page is published three times a year and brings you all the latest news, facts, information, research and innovation from the world of print, paper and paper packaging.

To read the latest issue of The Page, visit:
www.twosides.info/the-page

WHY JOIN TWO SIDES?

Two Sides is a not for profit, global initiative promoting the unique sustainable and attractive attributes of print, paper and paper packaging.

Two Sides' members span the entire print, paper and packaging value chain including; forestry, pulp, paper, packaging, inks and chemicals, finishing, publishing, printing, envelopes and postal operators.

Membership of Two Sides demonstrates your organisation's commitment to the environment and continuing desire to improve practices.

Our industry is undergoing a period of intense change. During this transformation, by combining together, we can ensure that the unique and powerful characteristics of print, paper and paper packaging continue to be promoted to business and consumer audiences, therefore ensuring that the unique sustainable facts are not lost to miscommunication.

Membership Benefits

- *Facts, primary research and information on the effectiveness and sustainability of print which you can use in your own customer communications.*
- *Case studies; providing valuable insight into the value and ROI of print media.*
- *Personalisation of the popular Myths and Facts booklet.*
- *Personalisation of Two Sides fact sheets, videos and social media graphics.*
- *Regular e-newsletters with news and inspiration you can utilise.*
- *Inspiring pro-print magazine published 3 times per year for you and your customers.*
- *Expert advice available to help you with customer questions or communications.*
- *Take part in a host of events and networking opportunities across all aspects of the industry.*

HOW TO JOIN TWO SIDES

The success of the Two Sides campaign would not be possible without the support of our members. Two Sides now has more than 600 members globally.

Membership of Two Sides demonstrates environmental leadership and provides access to all the materials of both the Two Sides and Print Power campaigns.

Membership fees are calculated according to turnover, but the principle of fundraising is that membership is open to all and that both small and large companies alike can contribute in an affordable way.

Annual subscriptions are calculated at £75 per £1million of your business' turnover, starting at a minimum fee of £565. 100% of contributions are used to effectively promote the great sustainable story that paper and paper-based packaging has to tell.

For more information about membership and the benefits of becoming a member, give us a call on **+44 (0)1327 262920** or visit **www.twosides.info/become-a-member**

"Two Sides does some great work producing evidence based collateral on the environmental impact of using paper based products - there's a lot of nonsense and ignorance, which Two Sides helps address and dispel."

Charles Jarrold, BPIF

"Being a member of Two Sides demonstrates our joint commitment to promoting the sustainability message about paper and print. This helps us to communicate in all sectors of the supply channels, and to correct misconceptions about paper consumption and forestry use."

Simon Pilkington, Fedrigoni

"Two Sides are doing a great job with the research, promotional campaigns and events to increase awareness of the industry, print, paper and environment."

Tia Dickenson, Reach Printing Services

Interested in becoming a member?
Scan Here!

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