

The Page

Two Sides North America Newsletter



www.twosidesna.org

JANUARY 2019

Chairman's Message

Paper Proud

If someone offered you an opportunity to join a thriving industry driven by some of today's most creative minds and innovative technologies, my guess is that you would ask, "Where do I sign up?" Welcome to the 21st century's graphic communications industry, where paper and paper-based print and packaging products are proudly leading the charge towards a more sustainable future.

In the growing global movement towards a "circular economy," where a product's materials, design and manufacture directly impact its potential for re-use, naturally-renewable paper and paper-based materials are becoming the go-to replacement for companies looking for more sustainable ways to make their products. Paper is not only recycled more than any other commodity in the solid waste stream, but it can be down-cycled to other products, and much of the energy used for papermaking is renewable as well.

We should be incredibly proud of our industry's success in redefining and realigning itself - from tree to page - with today's most sustainable business practices, without compromising the quality and proven marketing effectiveness of print as a brand messenger. After busting so many myths about paper and print, it's time to tell our real story, loudly and proudly.

Travis Mlakar

*Chairman of the Board, Two Sides North America
President, Millcraft Paper*



Paper and the Circular Economy

There is a movement to get away from the "one-and-done" model of the linear economy, toward a more "circular economy," where the reuse, refurbishment, recycling, and end-of-life disposal of a product factors into the manufacturing design.

Paper is a natural fit for the circular economy model, mainly because:



- It is based on a renewable resource that is continuously replenished using sustainable forest management (North American Forests).
- It is highly recyclable and recycled (for re-use in paper-based products) more than any other commodity in the solid waste stream.
- The paper industry uses more renewable energy than any other industrial sector (roughly two-thirds of its energy).

For more, read our blog at www.twosidesna.org/US/paper-and-the-circular-economy

Two Sides Celebrates its 10th year at London International Meeting and Power of Print

Two Sides is officially 10 years old! Country managers from all over the world gathered in London between November 1 to 5, 2018 to share ideas and best practices to improve their individual country campaigns.

On November 6th, Two Sides in partnership with Canon, Fedrigoni, BPIF and Stationers' Hall presented the 8th annual Power of Print seminar in London - 'Print, the Engaging Medium of Choice'. Held in the beautiful historic surroundings of Stationers' Hall, the event attracted over 200 leaders in the print, publishing, marketing and advertising industries, as 11 industry experts explored the challenges, innovations and opportunities for print in today's multimedia world.

Among the speakers were Joe Waterton, Head of Philanthropy at Macmillan Cancer Support who explained why print is such an important and trusted part of the charity's communications and Kevin Vyse, Sustainability and Packaging Lead at Marks & Spencer, who outlined how sustainable packaging is a fundamental part of M&S's strategy, and how this is an opportunity for paper and cardboard packaging.

Following the day of insight and networking, there was an evening event featuring an after-dinner speech by Simon Fox, Chief Executive Officer of Reach PLC, and legendary publishing figure.

For a link to all presentations, and our blog go to www.twosidesna.org/US/power-of-print-seminar-2018.



335 Leading Corporations Remove Misleading 'Go Green' Claims



Two Sides' anti-greenwash campaign is making an impact on a global scale, with a total of 335 companies across the world having changed or removed anti-paper green claims such as "go paperless – go green", which are usually in breach of local advertising regulations.

Our North American results are 113 companies having removed or changed claims, out of a total of 171 companies

contacted since January 2012 (66% success rate). Many of these are Fortune 500 companies such as Allstate, JP Morgan Chase, Sun Life and TD Bank who we worked with in 2018.

At the annual meeting of Two Sides' Country Managers in London on November 5, 2018, representatives from Australia, Europe, North America, South America and South Africa agreed to continue efforts to stop organizations from making misleading anti-print and paper claims in their customer communications.

If you see instances of greenwash messages, please send the details to info@twosidesna.org.

Social Media Highlights

Our Twitter, Facebook and LinkedIn channels continue to grow. In 2018, we surpassed the 5,000 Twitter follower mark, and over 1,250 for Facebook. Our hashtag #PaperFacts has had over 5.8 million timeline deliveries (impressions) and over 530 contributors in 2018.

Engage with us at:

- Twitter (@TwoSidesNA)
- Facebook (@TwoSidesNorthAmerica)
- LinkedIn Group (Two Sides North America)

Include #PaperFacts in your relevant Twitter shares and set alerts to be notified when we have posted new information.



TwoSidesNorthAmerica @TwoSidesNA · Nov 5

69% find online ads annoying and usually not relevant... #paper ads have a much different perception. Learn more here ow.ly/mCjC30mtMMt Click. Share #PaperFacts. Bust Some Myths!



MEMBER SPOTLIGHT: Paper and Packaging Board

Remarkable, Sustainable Paper!

When you recycle, you're part of the process that makes paper a sustainable resource.

November 15 is America Recycles Day

Paper is one of the most widely recycled materials in the world.

Recycled paper can be made into 5,000 different products.

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Remarkable, Sustainable Paper: a teacher's lesson plan by Young Minds Inspired

Our new Member Spotlight series will focus attention on how a Two Sides member organization is benefiting from our materials and information. In December 2018, we featured the Paper and Packaging Board (P+PB) and their work with schools to provide a grade 4 to 6 teacher's lesson plan through Young Minds Inspired.

P+PB focused on recycling and built a standards-based curriculum around America Recycles Day (November 15, 2018) which included the Two Sides Infographic on How Paper is Made and a link to several websites including Two Sides North America. The program is designed to reach 35,000 teachers and 1.5 million students. In addition, the online resources are free, and available in English and Spanish to all.

P+PB promotes the use of paper products and paper-based packaging by highlighting the value they bring to our daily lives. They have done this through a national advertising campaign Paper & Packaging – How Life Unfolds®. You've probably seen their ads featuring Casey and Page (see image above).

By partnering with member organizations like the P+PB, Two Sides is working toward the common goal of educating consumers about the sustainable features of print and paper. For more, read our blog at www.twosidesna.org/US/remarkable-sustainable-paper-a-teachers-lesson-plan-by-young-minds-inspired.



Thank you to all our members for your support and loyalty!

A very warm welcome to our newest members:

- Council for Continuing Pharmaceutical Education
- MAR
- Maracle
- MidCountry Media
- Postmark
- The National Group
- University of Nebraska Lincoln - Print, Copy, Mail + Distribution Services
- University of Virginia Printing & Copying Services

Two Sides North America has over 155 commercial members and allied organizations. If you know any companies who would make a good Two Sides member, tell them to contact us at info@twosidesna.org.



OUR SERIES OF 3 INFOGRAPHICS IS COMPLETE! Why do so many people love print and paper?

In 2018, we produced three infographics on "Why do so many people love print and paper?" The answers are simple:

- Because it's safe, secure, sustainable... and trusted! (1 of 3)
- Because it's enjoyable, relaxing... and practical! (2 of 3)
- Because it's great for learning and retention... without health issues! (3 of 3)

Go to our website, www.twosidesna.org/two-sides-infographics - download them, co-brand them, print and share!



Keep Me Posted North America is LIVE!

On December 3, 2018 we officially launched Keep Me Posted North America. The new campaign advocates the right of every consumer in North America to choose, free of charge, how they receive important information – on paper or electronically – from their service providers.

Increasingly, businesses are restricting access to paper bills and statements and denying their customers an informed choice. Many people prefer to receive bills and statements on paper due to reasons such as: lack of internet access, digital abilities, security concerns with online fraud or simply for convenience. Others prefer paper for practical reasons. Either way, it's important that people have the right to choose.

Thanks to our funding members and coalition partners.

Funding Partners

- Central National Gottesman
- Clampt Paper
- Domtar
- EMA (Envelope Manufacturers Association)
- GEA (Global Envelope Alliance)
- International Paper
- ING - The Imaging Network Group
- Mac Papers
- Midland Paper
- Millcraft
- Resolute Forest Products
- Verso Corporation

Coalition Partners

- Coalition for Paper Options
- Consumer Action
- Haven Neighborhood Services
- Montana Organizing Project
- National Consumers League
- Public Interest Advocacy Center
- The National Grange



Go to our website www.keepmepostedna.org, sign up for e-news, watch our video, and browse all the great content.

Follow us on Facebook and Twitter
@KeepMePostedNA.

Two Sides member companies and others in the print and paper value chain are invited to support this key initiative. Contact us at info@keepmepostedna.org.

New Canadian Study Shows that Paperless Green Claims Fall Flat



According to a recent “nudge” campaign by the Canada Revenue Agency (CRA), marketing messages touting the environmental benefits of going paperless are falling on deaf ears. There are three key reasons that could explain why paperless environmental marketing claims are ineffective:

1. Many people prefer or need paper documents
2. Consumers have become better educated in recognizing the truthfulness of corporate environmental claims
3. Electronic communication has its own environmental impacts

For more, please read our blog at www.twosidesna.org/US/study-shows-that-go-paperless-go-green-claims-fall-flat

Contact us

To discuss membership benefits or for any other information regarding our campaigns, please give us a call or drop us a line; we'd love to hear from you!

Print and Paper
have a great
environmental
story to tell



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