

Print and Paper
have a great
environmental
story to tell



www.twosidesna.org

Add Your Voice to a Growing Group of Sustainability Advocates

Launched in 2008, Two Sides is an independent, non-profit organization that not only promotes the sustainability of print and paper but also dispels common environmental misconceptions. In consultation with peers, government, and NGOs, Two Sides provides verifiable data that proves that print and paper is an attractive, practical, and sustainable communications medium. Such science-based messaging has helped us convince over 45 leading North American organizations to remove or change their misleading “anti-paper and print” claims (over 165 globally).

Globally Two Sides regroups over 1,000 member companies from across the graphic communications industry, including major paper producers and merchants, printers, converters, printing equipment suppliers, ink and chemical suppliers, and industry associations. In addition, several universities, environmental organizations, and think tanks are also members. The international Two Sides network now spans several countries and is present in North America, South America, Europe, Australia and South Africa.

Membership in Two Sides not only enhances a company’s credibility within the industry but also gives environmentally conscious customers and stakeholders greater confidence in your business or organization. Additionally, members have access to our marketing materials, presentations, reports, and artwork, much of which can be co-branded to complement your sustainability messaging. Two Sides offers webinars and presentations on sustainability, and keeps members up-to-date with relevant news and information via our popular blog and regular newsletter and e-blasts. We also spread the word to the general public and to consumers through many popular social media platforms.

Membership Types and Fees

Commercial: Open to any commercial enterprise in the graphic communications industry. Annual membership fees are \$25 U.S. per \$1 million annual sales, up to a maximum of \$25,000 for print and paper product manufacturers and \$10,000 for suppliers, with a minimum fee of \$250.

Allied Organizations: Open to non-commercial organizations that are actively involved in the graphic communications industry, such as industry trade organizations or non-governmental organizations. Annual membership fees are calculated using the same formula as above, with a minimum of \$250.

Partners: Open to organizations that have skills and expertise in sustainability related to the graphic communications industry and that support the aims and objectives of Two Sides. Membership is based on specific agreements and in-kind support.

For more information or to join, email info@twosidesna.org