Chairman’s Message

Practicing business in today’s world of corporate responsibility means having to step up and hold people and organizations - our own and others - accountable for actions that work against our industry’s contributions towards a more sustainable planet.

We must call out misguided policies and ill-conceived communications, often borne from a simple lack of education. Two Sides works to set the record straight... exposing bias and “greenwashing” where they exist and countering with facts to teach the true story of paper and print.

We should all be proud to serve an industry which strives for economic viability and environmental sustainability through a naturally renewable product, responsible forest management and clean manufacturing technologies.

There are two sides to every story. Let’s make sure the facts drive our story’s narrative.

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

CHECK OUT OUR NEW INFOGRAPHIC:
GOING PAPERLESS MAY NOT BE GREENER

Our new infographic is out! It is designed to expose corporate greenwashing due to misleading environmental claims like “go green – go paperless” and bust key myths about the switch from paper to digital.

The objective of this new infographic is to make people realize that most environmental claims related to going paperless are based on marketing and cost reduction tactics rather than verifiable and specific scientific facts – a requirement of the Green Guides published by the U.S. Federal Trade Commission.

- Phil Riebel, President, Two Sides North America

Download and share! The infographic can be downloaded at http://www.twosidesna.org/Two-Sides-Infographics. It is also available for co-branding by Two Sides Members, who may contact us for details.
81 Companies Remove Misleading Claims About Paper

Our focused campaign to tackle misleading claims about print and paper is progressing well. To date, we have approached 148 North American companies using negative or misleading claims about print and paper as a cost-cutting measure to convince customers to go online. As of today, 81 companies, including many of the Fortune 100 financial institutions, utilities, telecoms and insurance companies, have modified or removed these claims. Our success rate has been consistent at about 55%.

Globally, due to the efforts of Two Sides in several countries, the count is at over 165 companies having removed anti-paper claims.

Keep an eye out for our Top 5 Greenwashers Blog where we feature companies which don’t respond or refuse to modify their claims. ADP can be found here: http://www.twosidesna.org/US/ADP-is-telling-its-paper-customers-to-go-paperless--Case-2-of-our-Top-5-Greenwashers.

For more information about our anti-greenwash campaign, members can request our Fact Sheet on “Examples of changes in corporate messaging related to print and paper” or a detailed campaign update.

SEND US CLAIMS OF CONCERN

Two Sides is asking its members and allies to keep an eye out for any claims of concern about print and paper. Send us any information you see on the following:

- Anti-paper environmental marketing claims to promote electronic services over paper-based communications (example: go green – go paperless, save trees).

- Companies that automatically switch consumers to electronic statements or billing without the consumer’s permission (i.e. they are making digital communication the default).

If you see any such cases, please send us a photo, a scan or a photocopy of the claims (excluding any personal information) by email to info@twosidesna.org or by mail to:

Two Sides North America, Inc.
Attention: Ms. Tia Crowley
330 North Wabash Ave., Suite 2000
Chicago, IL 60611

Please note that we will not be able to address all the claims we receive, but we will focus on the high profile ones that reach many consumers. Your assistance will greatly help us in our campaign to remove misleading claims about paper.

Our Full Page Ad in Time Magazine!

The week before Super Bowl Sunday 2017, this full page Two Sides ad appeared in Time Magazine to raise awareness about the sustainable features of print on paper, especially magazines! Not only did we reach an audience of over 3 million in the U.S. and Canada, we also got some great comments about the ad. Thanks so much to Time Inc. for providing this space! For more about the math behind cool forest facts, go to our blog: http://www.twosidesna.org/US/Some-Thought-Provoking-Analogies-on-Paper-Forests-and-Recycling

Did you know that U.S. forests, which provide wood for making paper and many other products, grew by 5,800 NFL football fields per day between 2007 and 2012!

Love magazines? You’ll love them even more knowing they’re made from natural and renewable wood.
Members Can Co-brand Two Sides Materials
Two Sides provides several communication materials that can be co-branded by our member companies to help promote the sustainability of print and paper. These include our very popular infographics, our Myths and Facts brochure and our Fact Sheets. They can all be accessed on our website under “Our Most Popular Materials” – contact us to get co-branding instructions.

Display the Two Sides Logo on Your Website or Printed Materials
Many of our members are helping us spread the word about the sustainability of print and paper by displaying Two Sides logos and text in their magazines, newsletters and websites. Contact us to get the artwork and some suggested copy.

Tired of Seeing “Do Not Print” E-mail Footers?
We have created a Fact Sheet of “Print and paper friendly” e-mail footers for you to use in your e-mail signature – to remind people about the unique sustainable features of print and paper. Go to http://www.twosidesna.org/Anti-Greenwash-Campaign and check the Resources section.

Become a Two Sides Ambassador
We are currently looking for Two Sides ambassadors from our member companies to help spread the message that print and paper have a great environmental story to tell. Please contact us for details at info@twosidesna.org or at 855.896.7433.

Join #PAPERFACTS Today
Our social media channels continue to grow. We are now adding 3 mini-infographics per month and more photos. Please engage with us on:

• Twitter (@TwoSidesNA)
• Facebook (@TwoSidesNorthAmerica)
• LinkedIn group (Two Sides North America)

…and post to our rapidly growing Twitter Hashtag #PaperFacts
In June 2016, Two Sides commissioned Toluna Inc. to conduct a survey of over 2,300 U.S. consumers on The Attractiveness and Sustainability of Print and Paper. Here are some of the key results:

- **Print and paper is seen as sustainable way to communicate.** 91% of respondents agreed that, when responsibly produced, used and recycled, print and paper can be a sustainable way to communicate.

- **“Go Paperless – Go Green” claims are questioned by many.** The majority of respondents (85%) receiving environmental claims such as, “Go Paperless – Go Green”, or “Go Paperless – Save trees” believe companies are seeking to save costs.

- **Many prefer or need a paper option (“digital-only” is not accepted).** 79% of respondents want the option to continue receiving printed information as it provides a more permanent record.

- **There are positive trends in favor of print and paper.** Between 2013 and 2016, roughly three times more respondents reported seeing ads related to the effectiveness and sustainability of print and paper, and the large majority rated the ads as credible and useful.

Get the full report in the Reports section of [www.twosidesna.org](http://www.twosidesna.org)

---

**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!

- **855.896.7433**
- **info@twosidesna.org**
- **www.twosidesna.org**
- **330 North Wabash Avenue, Suite 2000 Chicago, Illinois 60611**