Chairman’s Message

At Two Sides, our mission is to provide education about the sustainability of paper and the continuing relevance of, and preference for, print as a communication method. Recently we reached the milestone of 100 North American companies having changed their negative marketing claims about print and paper. Using science-based facts about sustainable forestry and recycling, among others, we are successfully spreading the great story of paper. Please share our facts and start changing some more minds!

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

OUR ADS IN TIME MAGAZINE AND THE FINANCIAL TIMES

U.S. forests grew by 22,000 tennis courts per day between 2005 and 2015!

We are thrilled that our new ad and positive message about the sustainability of print and paper has been featured in Time magazine (September 4th) and the Financial Times (September 5th). This was perfect timing given that the U.S. Open was in full swing... pardon the pun!

Our sincere thanks to Time and the Financial Times for supporting Two Sides. Any magazines or newspapers who wish to donate ad space, please contact us at: 855.896.7433 or info@twosidesna.org.

100 NORTH AMERICAN COMPANIES REMOVE MISLEADING CLAIMS ABOUT PAPER

Phil Riebel, President of Two Sides North America, comments: “100 major corporations, including many of the Fortune 500, have now changed or removed misleading environmental claims about print and paper to consider the sustainable features of paper and follow best practices for environmental marketing.

Our discussions with Chief Marketing Officers, Chief Sustainability Officers and others, have been very productive and we are pleased with the collaboration of North America’s leading organizations. Thanks to an overall better understanding of the unique sustainable features of paper products, “go green - go paperless” and “save a tree” claims are gradually disappearing from the marketplace.”
Print and Paper Packs a Punch in a Digital World

In June 2017, a survey of 2,131 US consumers was commissioned by Two Sides and carried out by leading research company Toluna. The survey provides unique insight into how print and paper is viewed, preferred and trusted by consumers in today’s digital world. Contact us to request your print copy.

**US Study: Gender Breakdown**

- Female (52%)
- Male (48%)

**US Study: Age Breakdown**

- 18-24 (12%)
- 25-34 (19%)
- 35-44 (16%)
- 45-54 (17%)
- 55+ (36%)

**THE DRIVE TO DIGITAL AND CONSUMER CHOICE**

- 90% Believe consumers should have the right to choose how they receive communications (printed or electronic) from financial organizations and service providers and 83% believe they should not be charged more for choosing a paper bill or statement.
- 73% Agree that government, banks and other organizations want to persuade them to ‘go paperless’, but it’s not ‘paperless’ because they regularly have to print out documents at home if they want a hard copy. In fact, 68% find it easier to track their expenses and manage their finances when they are printed on paper.
- 72% Agree that claims about the switch to digital being better for the environment are made because the sender wants to save money.
- 57% Believe that if a financial organization or service provider forced them to go paperless, they would consider switching to an alternative financial organization or service provider.

**SAFETY AND SECURITY**

- 76% Are increasingly concerned that their personal information held electronically is at risk of being hacked, stolen, lost or damaged and 78% keep hard copies of important documents filed at home as they believe this is the safest and most secure way of storing their information.

**TRUST**

- 74% Believe that reading news in a printed newspaper provides a deeper understanding of the story, and 63% read a printed newspaper at least once a week.

**READING PREFERENCES AND HABITS**

- 73% Feel that reading a printed book or magazine is more enjoyable than reading them on an electronic device, followed by newspapers at 65%.
- 71% Indicated that fake news is a worrying trend: 56% trust the news stories they read in printed newspapers, and only 35% trust the news stories they read on social media.

**DIGITAL OVERLOAD**

- 66% Think it’s important to “switch off” and enjoy printed books and magazines.
- 54% Say they spend too much time on electronic devices and 53% are concerned that the overuse of e-devices could be damaging to their health.

**ADVERTISING PREFERENCES**

- 71% Don’t pay attention to most advertisements online and 63% read printed advertising mail (at least once a week) that’s addressed to them and delivered to their home.
- 59% Do not trust many of the ads they see online.
Members can help promote the great environmental story of print and paper

Order your FREE Two Sides Easel Board
Easel boards and “Join Two Sides” brochures are available for all our members to display at events. Members used them at their Print 17 booths to help share the great environmental story of print and paper, and to help recruit new members to the Two Sides network.

If you would like an easel board to display at company events, conferences, or for your office reception area - contact us at info@twosidesna.org.

Don’t forget that you can also co-brand our popular Infographics, our Myths and Facts brochure and our Fact Sheets.

Join us on social media

Our social media channels continue to grow. We are adding great facts, mini-infographics and photos every week. Our rapidly growing Twitter hashtag, #PaperFacts, has had 6.8 million timeline deliveries (impressions) and 600 contributors since January 2017.

Please engage with us and SHARE:

- Twitter (@TwoSidesNA)
- Facebook (@TwoSidesNorthAmerica)
- LinkedIn Group (Two Sides North America)
- Include #PaperFacts in your relevant Twitter shares.
- Set alerts to get notified when we have posted new information.
A very warm welcome to our newest members!

Two Sides North America has over 160 commercial members and allied organizations. Our most recent members are:

- C-PAC
- Copy Express
- Fibre Box Association
- Foil & Specialty Effects Association (FSEA)
- printMe1.com
- Ross & Wallace Paper Products
- Salem One

A complete member list is available upon request.

Do you know any companies who would make a good Two Sides member?

Contact us at info@twosidesna.org.

TWO SIDES 2017 INTERNATIONAL MEETING AND POWER OF PRINT SEMINAR (LONDON, UK)

The Two Sides international meeting and the 7th annual Power of Print seminar took place at London’s famous Stationer’s Hall, October 23-24, 2017. Two Sides representatives from around the globe discussed progress to date and new initiatives planned for 2018, including the strengthening of Two Sides’ global Anti-Greenwash campaign targeted at major banks, utilities, telecoms, etc. The Power of Print seminar was attended by 165 delegates and featured 10 leading industry speakers who presented compelling case studies on why print is a unique, powerful, and effective communication channel.

Power of Print seminar top messages

- Print trumps digital in 3 key metrics: viewable time, viewed % and average dwell time.
- Print provides a visceral connection, an innate, powerful ability to capture and hold attention; e.g. readers of the Costco magazine will spend 5 times more at Costco than a non-reader.
- Print provides consumers with a medium free of interruptions and is more appealing to those concerned about the health implications of being constantly ‘connected’.
- Print offers a safe and trusted environment to consume media.
- Print remains a preferred medium to address consumer choice and our industry should remain positive and optimistic.

See www.powerofprint.info

SEND US ANY CLAIMS OF CONCERN ABOUT PRINT AND PAPER

Two Sides is asking its members and allies to keep an eye out for any claims of concern about print and paper.

- Anti-paper environmental marketing claims promoting electronic services over paper-based communications (example: go green – go paperless, save trees).
- Companies charging fees for paper and making digital the default choice.

If you see any such cases, please forward them 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

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!

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