Print, paper and paper-based packaging have a great environmental story to tell, and Two Sides North America (TSNA) helps our members tell that story every day. We tackle the relevant environmental and social issues head-on with factual, authoritative information. Two Sides helps expose the myths, explain the true sustainability of our industry, and provide stakeholders a fact-based foundation for making well-informed decisions about the use of print and paper-based products.

Who We Are

Two Sides North America is an independent, non-profit organization, and is part of the Two Sides global network which includes more than 600 member companies across North America, South America, Europe, Australia and South Africa. Our member companies span the Graphic Communications and Paper-based Packaging industry, including forestry, pulp, paper, paper-based packaging, chemicals and inks, pre-press, press, finishing, printing, publishing, envelopes and postal operations.

Four Key Campaigns

Anti-greenwashing

TSNA is leading the charge against organizations that use misleading claims like “go paperless, save trees” to promote electronic communications over print. Since 2012, we’ve convinced many leading North American companies to remove misleading anti-paper and print claims.

For more, go to www.twosidesna.org/anti-greenwash-campaign

Education and Research

TSNA provides a wide array of materials and tools to complement our members’ own sustainability efforts, including:

- Topical Myths and Facts information from credible third parties
- Consumer research to help refine and target sustainability messaging
- Co-branded tools, social media content and other educational resources
- Webinars and in-person presentations to help educate and inform key stakeholders
- Relevant, up-to-date news via our popular blog

For more, go to www.twosidesna.org
**Love Paper**

The TSNA Love Paper campaign promotes the sustainable attributes of print, paper and paper-based packaging among consumers via a dedicated website and a targeted print media advertising campaign using ad space donated by newspaper and magazine publishers.

For more, go to www.lovepaperna.org

**Keep Me Posted**

Through our Keep Me Posted campaign, TSNA advocates directly with banks, utility companies and other service providers for the right of all consumers to choose, free of charge, how they receive important information.

For more, go to www.keepmepostedna.org

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**Mission Statement**

Our goal is to dispel common environmental misconceptions and to inspire and inform businesses and consumers with engaging, factual information about the sustainability, versatility and attractiveness of print, paper and paper-based packaging.

**Vision**

By uniting in common purpose with members of the Graphic Communications and Paper-based Packaging industry, Two Sides aspires to ensure that in a world of scarce resources, our renewable, recyclable and sustainable products can be enjoyed for generations to come.

**Why Join Two Sides?**

With one voice, Two Sides and our growing member network is able to more broadly and cost-effectively promote the sustainability of print, paper and paper-based packaging. Using consistent, verifiable messaging that demonstrates our industry’s uniquely sustainable benefits, we amplify our products’ continuing role as an effective, valuable and powerful means of communication, marketing, knowledge sharing, information security, and product transport and safety. Two Sides also helps enhance the environmental credibility of our members by significantly augmenting their own sustainability messaging with customers, employees and other stakeholders.

**Membership**

Membership is open to any commercial enterprise in the Graphic Communications and Paper-based Packaging industry, as well as to industry trade groups, non-governmental and other organizations. TSNA also welcomes partners with specific skills and expertise that support the aims and objectives of Two Sides.

For more information or to join Two Sides, email us at info@twosidesna.org