WHY DO SO MANY PEOPLE LOVE PRINT ON PAPER?

BECAUSE IT’S SAFE, SECURE, SUSTAINABLE ... AND TRUSTED!

Two Sides regularly partners with global polling firm Toluna to conduct consumer surveys on how Americans feel about print and paper. The results may surprise you! To learn more, visit www.twosidesna.org/survey/.

SAFE AND SECURE

73% of Americans keep hard copies of important documents filed at home as they believe this is the safest and most secure way of storing information.

74% are increasingly concerned that their personal information held electronically is at risk of being hacked, stolen, lost or damaged.

SUSTAINABLE

91% agree that, when responsibly produced, used and recycled, print and paper can be a sustainable way to communicate—including 86% of 18-24 year olds!

TRUSTED

56% trust the news stories they read in printed newspapers ... but only 35% trust the news stories they read in social media.

Two Sides North America is a non-profit initiative by companies in the graphic communications and paper-based packaging industry. We promote the sustainability of print and paper products and dispel common environmental misconceptions by providing verifiable information on why print, paper and paper-based packaging are a sustainable, practical and attractive way to deliver value to all who use them. Become a member today!

CONNECT WITH US: www.twosidesna.org