Ready to Bust Some Myths?
Print and Paper have a great environmental story to tell! Check out these facts and visit www.twosidesna.org to learn more.

In the U.S. and Canada, we grow more trees than we harvest. (USDA Forest Service, 2019; Natural Resources Canada, 2020)

Net forest area in the U.S. increased about 2% between 2007 & 2017. Canada’s forest area has remained stable for the past 25 years. (USDA FS, 2019; NRCan, 2020)

The forest products industry is a leader in the production of renewable energy. (AF&PA, 2020)

The income landowners receive for products grown on their land encourages them to maintain, renew & manage this valuable resource sustainably. (WBCSD & NCASI, 2005)

The print, paper & mail value chain supports 7.3 million U.S. jobs. (EMA Job Study, 2019)

The environmental impact of electronic products & services replacing paper is important & must not be ignored. (P. Arnfalk, 2010)

In 2019, over 66% of the paper used in the U.S. & more than 70% used in Canada was recovered for recycling. (AF&PA, 2019; FPAC, 2019)

Greenwash: making people believe that your company is doing more to protect the environment than it really is. (Cambridge Dictionary, 2020)

Marketers should not make broad, unqualified general environmental benefit claims like ‘green’ or ‘eco-friendly’. Broad claims are difficult to substantiate, if not impossible. (US Federal Trade Commission Green Guides, Canadian Standards Association)

61% of Americans & 58% of Canadians polled say the main reason companies want to shift customers to electronic delivery is to save money, not to be environmentally responsible. (Two Sides North America and Toluna, 2019)

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!

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