

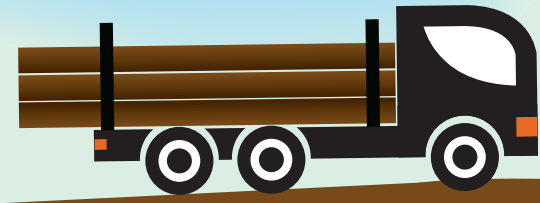


Ready to Bust Some Myths?

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

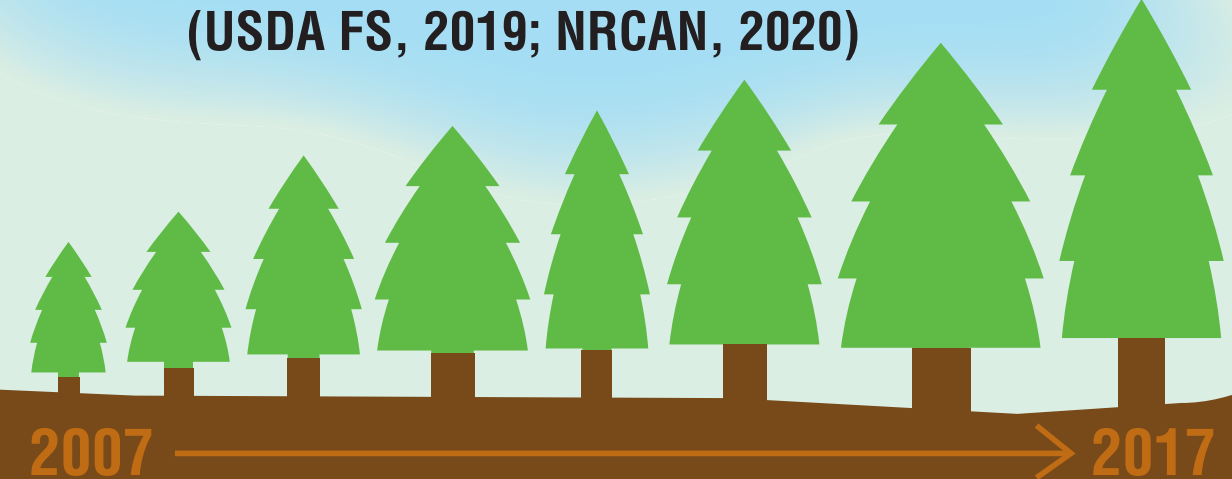
In the U.S. and Canada,
**we grow more
trees than
we harvest.**

(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)



In 2019,
over **66%**

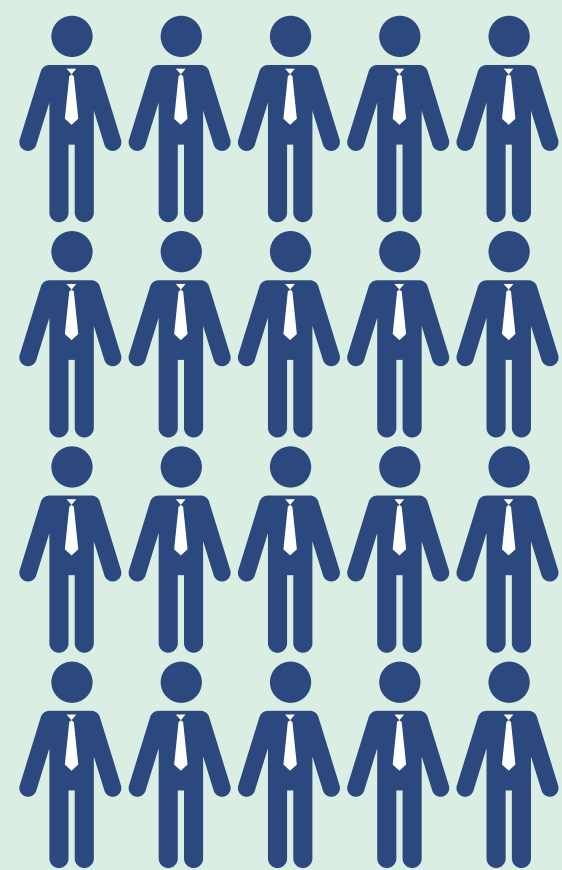
of the paper used
in the U.S. & more
than 70% used in
Canada was recovered
for recycling.

(AF&PA, 2019; FPAC, 2019)



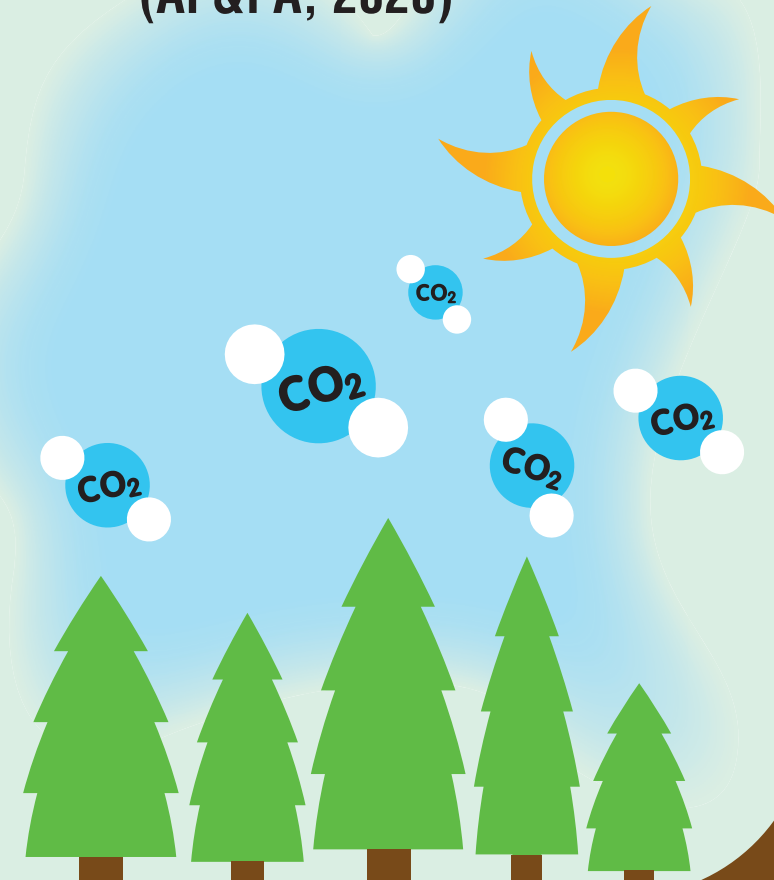
The print, paper
& mail value
chain supports
**7.3 million
U.S. jobs.**

(EMA Job Study, 2019)



The forest
products industry
is a leader in the
production of
**renewable
energy.**

(AF&PA, 2020)



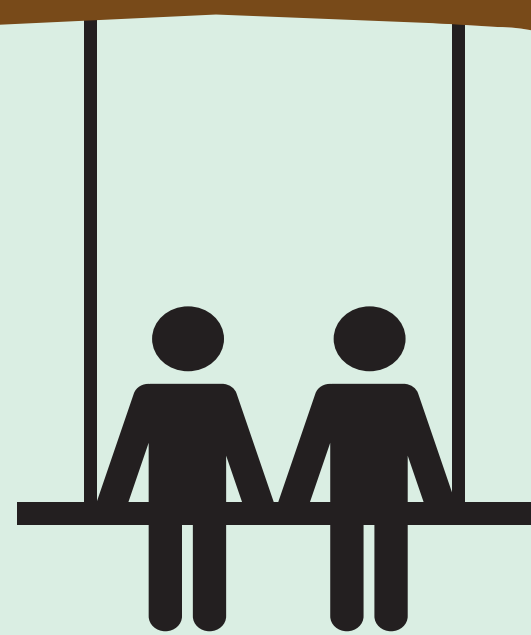
The income
landowners receive
for products grown
on their land
encourages them
to **maintain,
renew &
manage** this
valuable resource
sustainably.

(WBCSD & NCASI, 2005)



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' ????????

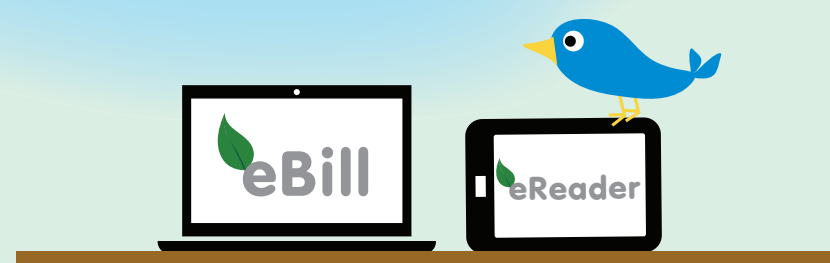
Broad claims are
difficult to substantiate,
if not impossible.

(US Federal Trade Commission Green Guides,
Canadian Standards Association)



The environmental impact
of electronic products
& services replacing paper
is important & **must
not be ignored.**

(P. Arnfalk, 2010)



**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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