



www.twosidesna.org

Print, Paper and Paper Packaging have a great environmental story to tell

Join our growing community of print, paper and paper-based packaging sustainability advocates!

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 authoritative information that provides compelling proof of our industry's sustainability and paper's contributions to a circular economy. In addition, Two Sides is the only organization in the industry dedicated to directly responding to corporations, media and others who make unsubstantiated and misleading environmental claims about the sustainability of paper products.

Who We Are

Two Sides North America is an independent, non-profit organization, and is part of the Two Sides Global network that includes more than 600 members in North America, South America, Europe, Australia and South Africa. Our membership includes companies and industry allied organizations, both large and small, from across the print, paper and paper-based packaging value chain.

What our Members Say About Us

A Seat at the Table

"As a member of Two Sides, our company has a seat at the table, helping to direct activities and messaging in the effort to educate corporations and the populace regarding the sustainability efforts and positive effects of the print and paper industry."

~ Sales Director, Paper and Packaging Producer

A Unified Voice

"Two Sides statistics and educational information on the environmental sustainability of our industry is second to none. In addition, they offer a voice that combats the ENGOs and defends our industry in ways that we as individual companies cannot."

~ President, Paper and Packaging Merchant

A Way to Demonstrate our Values

"Our membership in Two Sides helps us demonstrate our level of commitment to environmental excellence and sustainability. We are committed to these things, and we put our money where our mouth is."

~ Vice President, Paper and Packaging Merchant

Strength in Numbers

"Two Sides offers companies scale that we can't achieve individually. We're part of the supply chain that extends from mill to consumer, with many touchpoints in between. Two Sides brings us into the larger, collective conversation to promote paper as an alternative to non-sustainable options."

~ Vice President, Paper and Packaging Converter

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What our Members Say About Us

A Truthful Counter Narrative

"Two Sides supports the printing industry by providing truthful counterpoints to the untrue narratives about print and paper that are spin from the digital culture."

~ **Sales and Marketing Vice President, Printer**

A Sense of Urgency

"Two Sides operates with a sense of urgency that is often hard to find. If you bring something to their attention, they typically generate an appropriate response very quickly."

~ **Marketing Director, Paper and Packaging Producer**

Unmatched Resources

"Information is power, and the resources Two Sides provides helps us fight the good fight for paper products."

~ **Sales Manager, Paper and Packaging Producer**

"Our sales reps use Two Sides information to support the use of paper and paper-based packaging when it is challenged by end users who are trying to make sound environmental choices, but often don't know the facts about paper's sustainability."

~ **Vice President/Regional Manager, Paper Merchant**

"Two Sides offers our company statistics and insightful data that helps in messaging with our clients ... information we can't get anywhere else."

~ **Sales and Marketing Vice President, Printer**

"Two Sides helps us reinforce our industry's sustainability story and our contributions to a circular economy. We have many examples of customers and other stakeholders asking about paper's life cycle. Two Sides tools provide the perfect response."

~ **Public Affairs Director, Paper and Packaging Producer**

"We use our relationship with Two Sides to drive home points about sustainability in discussions and presentations to customers, often helping us win their business."

~ **Vice President, Paper and Packaging Merchant**

In-depth, Objective Information

"Our company continually relies on the market, industry and consumer research updates that only Two Sides offers within the pulp and paper industry. It is not only the availability of the data Two Sides provides, but the objectiveness and breadth of their expert information at the national regional and grassroots levels that empowers and enriches our communications to our many stakeholders."

~ **Sustainability Specialist, Paper and Packaging Producer**

A Positive Approach

"We like that Two Sides is very 'paper positive' and doesn't need to be anti-anything to promote the sustainability of our industry. We have a great story to tell, and this positive approach really works in our favor."

~ **Sales Director, Paper & Packaging Converter**

The Industry's Only Anti-Greenwashing Campaign

"Two Sides works directly with corporations to eliminate misleading 'go green, go paperless' claims that are used encourage people to switch from paper to electronic communications, functioning as an added layer of support for our company. This is especially important when the greenwashing companies are our customers, service providers and others that we cannot approach directly. I don't know of any other organization that confronts this type of misleading messaging head on."

~ **Marketing Vice President, Paper and Packaging Producer**

Two Sides Membership starts at just \$250 per year and includes lots of great benefits!

Membership is open to any commercial enterprise in the Print, Paper and Paper-based Packaging value chain, as well as to industry trade groups, non-governmental and other organizations.

For more information about joining Two Sides, contact us at info@twosidesna.org.

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