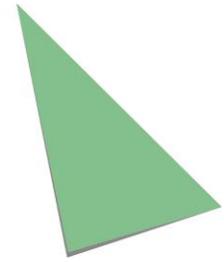


TWO SIDES PRESS RELEASE



The Printing Industry of the Carolinas (PICA) Joins Two Sides North America

CHICAGO – August 6, 2021 - Two Sides North America is pleased to welcome [The Printing Industry of the Carolinas, Inc. \(PICA\)](#), as our newest member. Headquartered in Charlotte, North Carolina, PICA is the regional graphics trade association serving the commercial printing, digital, wide format, mailing and packaging industries in North and South Carolina. The association provides educational programs, networking opportunities, buying power programs and conferences geared toward the printing industry.

“Printers play a vital role in helping to educate print buyers and other decision makers about the sustainability, effectiveness and relevance of print, paper and paper-based packaging in today’s omni-channel world,” says Two Sides North America President Kathi Rowzie. “Two Sides is pleased to add PICA to our growing list of industry association members, and we invite their members to join us as well.”

PICA has long supported efforts to bring sustainable practices to the print market. It endorses the Regional Affiliate Certification Group (RACG), which provides cost-effective ways for its members to obtain Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI) certification. PICA also has supported the Sustainable Green Printing Partnership (SGP) over the years.

“PICA and our members understand the sustainability, value and effectiveness that print brings to society, and we support Two Sides in its efforts to help promote these attributes of our industry,” says PICA President Jeff Stoudt. “PICA is embarking on a print awareness campaign to dispel the myths that print’s demise is imminent and to promote the positive value that only print can deliver. Two Sides is a valuable partner in our research and dissemination of information that supports our mission.”

By joining Two Sides, PICA has access to a large library of co-brandable communications tools, consumer research, industry-leading information resources, sustainability expertise and member networking opportunities.

Two Sides membership starts at just \$250 a year and offers lots of great [benefits](#). For information on how to join, please visit <https://twosidesna.org/become-a-member/>.

About Two Sides North America, Inc.

Two Sides North America is an independent, non-profit organization that promotes the sustainability of print, paper and paper-based packaging, and dispels common environmental misconceptions about paper products. Our members include companies and allied industry organizations from across the graphic communications and paper-based packaging value chain. We are part of the Two Sides global network which operates in North America, South America, Europe, Australia and South Africa.

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