

Two Sides North America Press Release

90 Million More Consumers Now Safeguarded from Anti-paper Greenwashing

Two Sides North America Anti-Greenwashing Campaign Persuades 21 Leading Companies to Remove Unsubstantiated Environmental Claims in 1H23

Since its inception, the Two Sides North America Anti-greenwashing Campaign has eliminated literally billions of instances of paper-related greenwashing in the United States and Canada, and its engagement with large utilities, banks, insurers and other organizations during the first half of 2023 has added to this success.

During the first six months of 2023, 21 additional companies representing approximately 90 million customers have removed greenwashing messages such as “Go green, Go paperless” and “Go paperless to help protect the environment” from their marketing communications.

“In addition to misleading consumers, these types of unsubstantiated environmental claims pose a serious threat to the economic security of the more than 7 million people whose livelihoods depend on a healthy North American paper, printing and mailing sector,” says Two Sides North America President Kathi Rowzie. “Our recent research found that 65% of consumers who’ve seen anti-paper greenwashing are influenced to go paperless.”

That same research found that the Two Sides Anti-greenwashing Campaign has preserved more than \$300 million in annual revenue for the paper, printing and mailing sector over the last decade.

Two Sides challenges greenwashing companies to remove unsubstantiated environmental claims in a non-confrontational way, educating CEOs and other senior management with facts from credible, third-party sources that clearly demonstrate the unique sustainability characteristics of paper products and the solid and continually improving environmental record of the North American paper industry.

“Paper is one of the few products on earth that already has an environmentally sustainable, circular life cycle,” Rowzie says. “North American paper is made from an infinitely renewable natural resource – trees that are purpose-grown, harvested and regrown in sustainably managed forests. It’s manufactured using mostly renewable, carbon neutral bioenergy in a

process that uses water, but in reality consumes very little of it. And paper products are recycled more than any other material in the U.S. municipal solid waste stream. But many consumers believe paper is bad for the environment because corporations and other organizations they trust are telling them so. The Two Sides Anti-greenwashing Campaign is working hard to change that.”

You can help Two Sides in the fight to eliminate anti-paper greenwashing and protect North American jobs. If you see instances of greenwashing, please email them as a PDF, JPG file or link to info@twosidesna.org.

For more facts about the sustainability of print and paper products, please visit www.twosidesna.org/mythsandfacts.

###

Media Contact:

Kathi Rowzie, President
Two Sides North America

E: info@twosidesna.org

P: 937-999-7729