



It's Okay to Love Paper

Love Paper is a consumer-facing campaign promoting the value and importance of paper in our daily lives.

Learn more at lovepaperna.org



Start Your Membership Today

Membership in TSNA is open to industry groups, organizations, and commercial enterprises across the print, paper, and paper-based packaging value chain. You and your team will gain access to rigorous research, advocacy, and marketing tools that strengthen your business and advance the industry.

Learn more at twosidesna.org

The Environmental Story That Changes the Conversation About Paper



Two Sides North America
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twosidesna.org



The print, paper, and paper-based packaging industries have a powerful environmental story. **Two Sides North America is here to help you tell it.**

Who is Two Sides North America?

Two Sides North America (TSNA) is part of a global nonprofit network spanning more than 600 members. Two Sides membership brings companies and organizations of all sizes together from across the print, paper, and paper-based packaging value chain. All are united by a shared commitment to fact-based advocacy and keeping the paper supply chain healthy.

Why become a Two Sides member?

Give your organization a competitive edge with tools and information that no other industry resource provides.

Your TSNA membership gives you access to exclusive insights, information and support, including:

- **Research** — Rigorous, fact-based data supporting the sustainability story of paper-based products
- **Resources** — Ready-to-use fact sheets and infographics that position your organization as an informed industry leader
- **Marketing materials** — Professionally developed, customer-facing materials you can put to work in your sales and marketing efforts

“Our company continually relies on the objective and broad market industry and consumer research that only Two Sides provides.

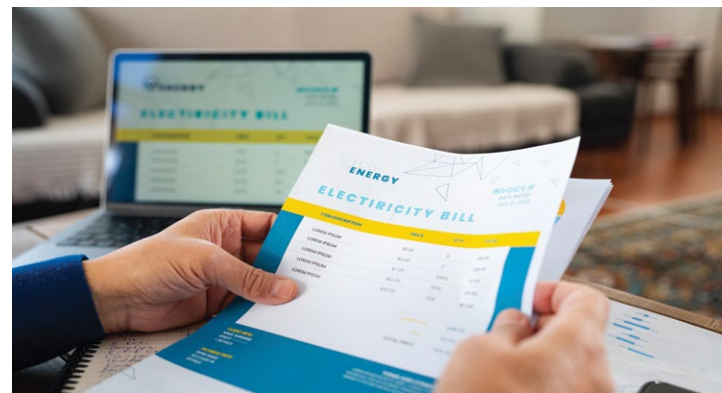
—Sustainability Specialist, Paper & Packaging Producer

Let's Put an End to Greenwashing

Two Sides North America is the only organization actively fighting **greenwashing**, the deceptive marketing practice that misleads consumers about the real sustainability of print, paper, and paper-based packaging.

We identify and work with entities engaged in misinformation, from Fortune 500 companies to small independent business, asking them to remove or modify their unsubstantiated claims.

[Learn more at twosidesna.org/anti-greenwash-campaign](https://twosidesna.org/anti-greenwash-campaign)



“Two Sides works directly with corporations to eliminate misleading “go green, go paperless” claims that encourage people to switch from paper to electronic communications. I don’t know of any other organization that confronts this type of misleading messaging head on.

—Marketing Vice President, Paper and Packaging Producer

