

www.twosides.info

www.lovepaper.org

Print, Paper and Paper Packaging. Natural and Sustainable

Two Sides

Jonathan Tame – Managing Director

Jonathan@twosides.info

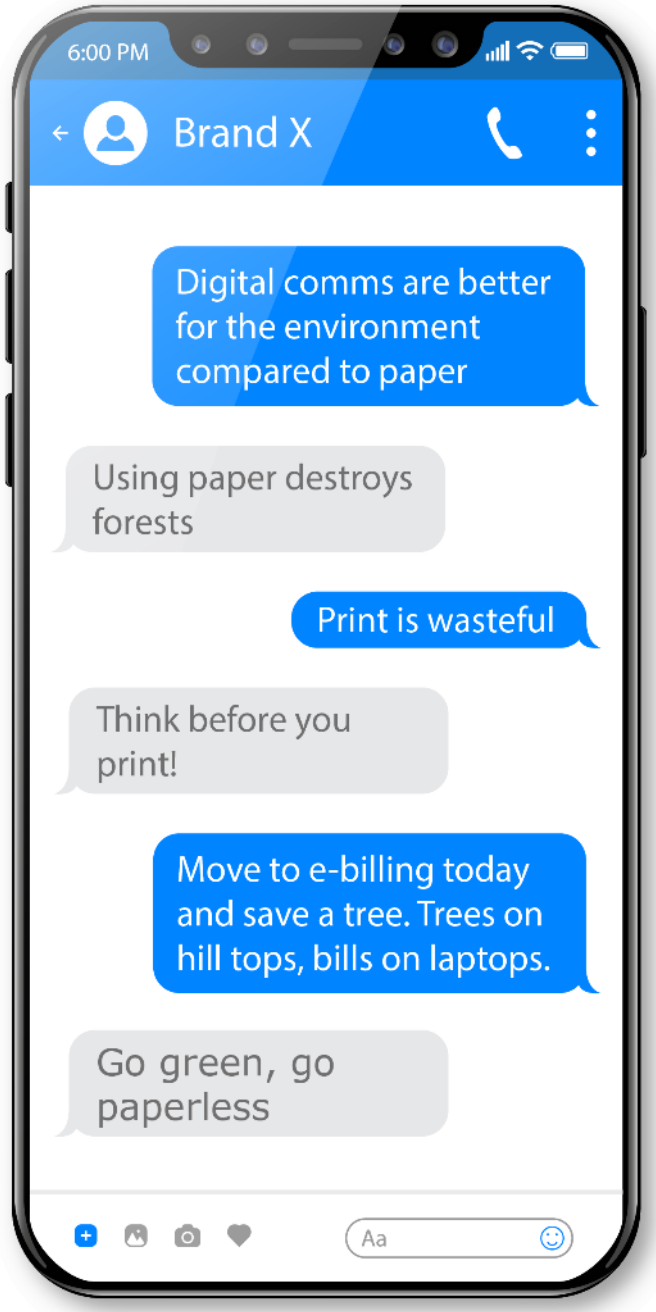
Consumer Perceptions

64% Believe only recycled paper should be used

56% Believe European forests are shrinking

56% Believe electronic communications is better for the environment

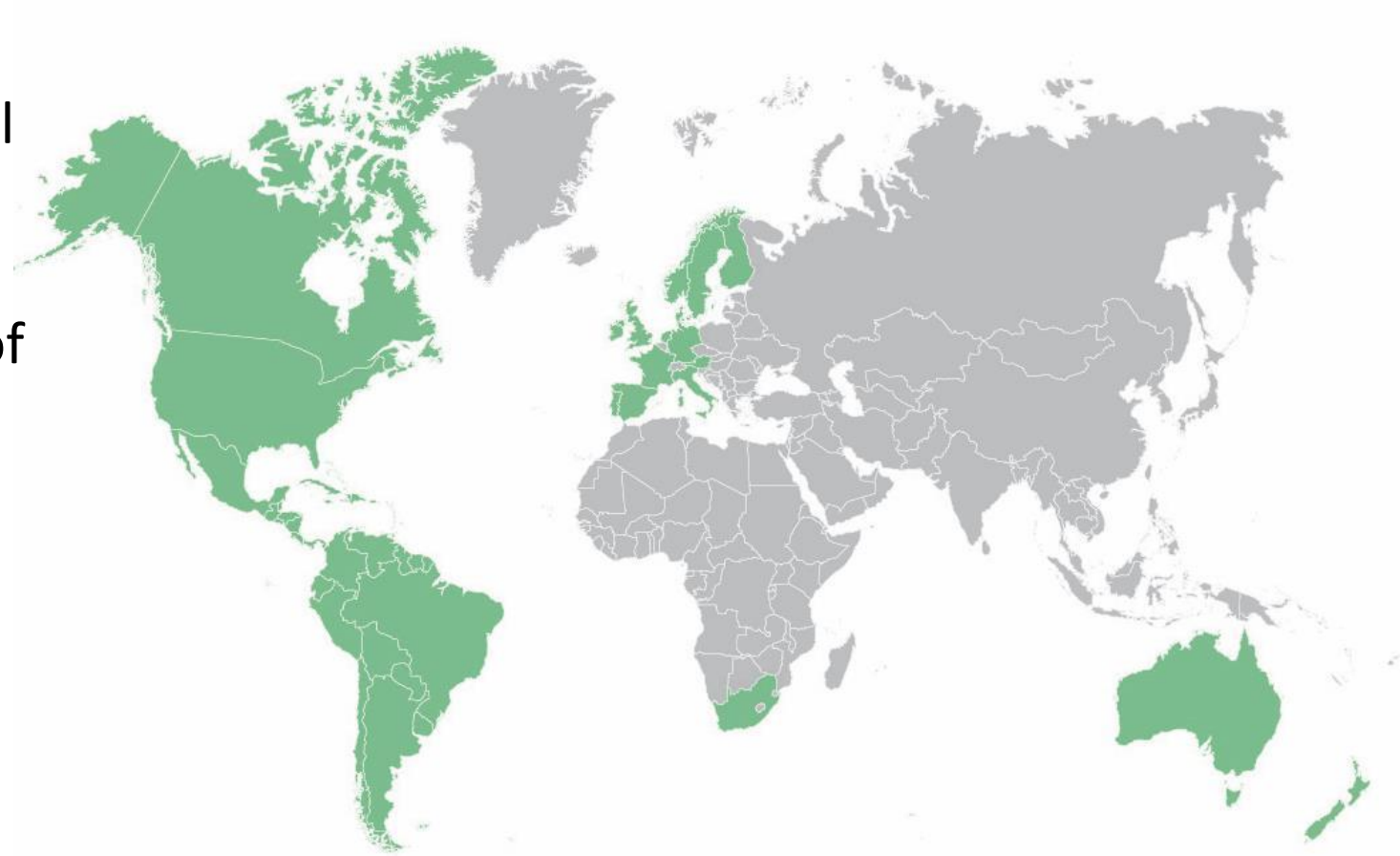
40% Believe paper is a wasteful product



Source: Two Sides, 2025 Trend Tracker Survey
12,400 consumers in, Argentina, Australia, Brazil, New Zealand, North America, South Africa and Europe; Austria, Belgium, Brazil, Denmark, Finland, France, Germany, Italy, Norway, Sweden, and the UK

About Two Sides

Founded in 2008, Two Sides is a global **not-for-profit**, membership organisation promoting the unique sustainable and attractive attributes of print, paper and paper-based packaging.



600 members globally

Members include;

Industry associations, paper manufactures and distributors, printers, mailing houses, postal operators, envelope manufacturers, packaging convertors, OEMS (like, Canon, HP)

Two Sides Focus





TWO SIDES
www.twosides.info

LOVE PAPER®
www.lovepaper.org

Two Sides Trend Tracker 2025

Exploring Global Consumer Perceptions Of Print, Paper, Packaging And The Environment

Providing Facts To The Industry

Trend Tracker research published every 2 years

To explore and understand changing consumer preferences, perceptions, and attitudes towards print, paper and paper packaging

- Environmental Perceptions
- Reading Habits
- Packaging Preferences
- Attitudes towards Tissue Products



Global study of 12,400 consumers by independent research company **Toluna**

Europe: Austria, Belgium, Denmark, Finland, France, Germany, Italy, Norway, Sweden, UK

Globally: Argentina, Australia, Brazil, Canada, New Zealand, North America, South Africa

European Findings



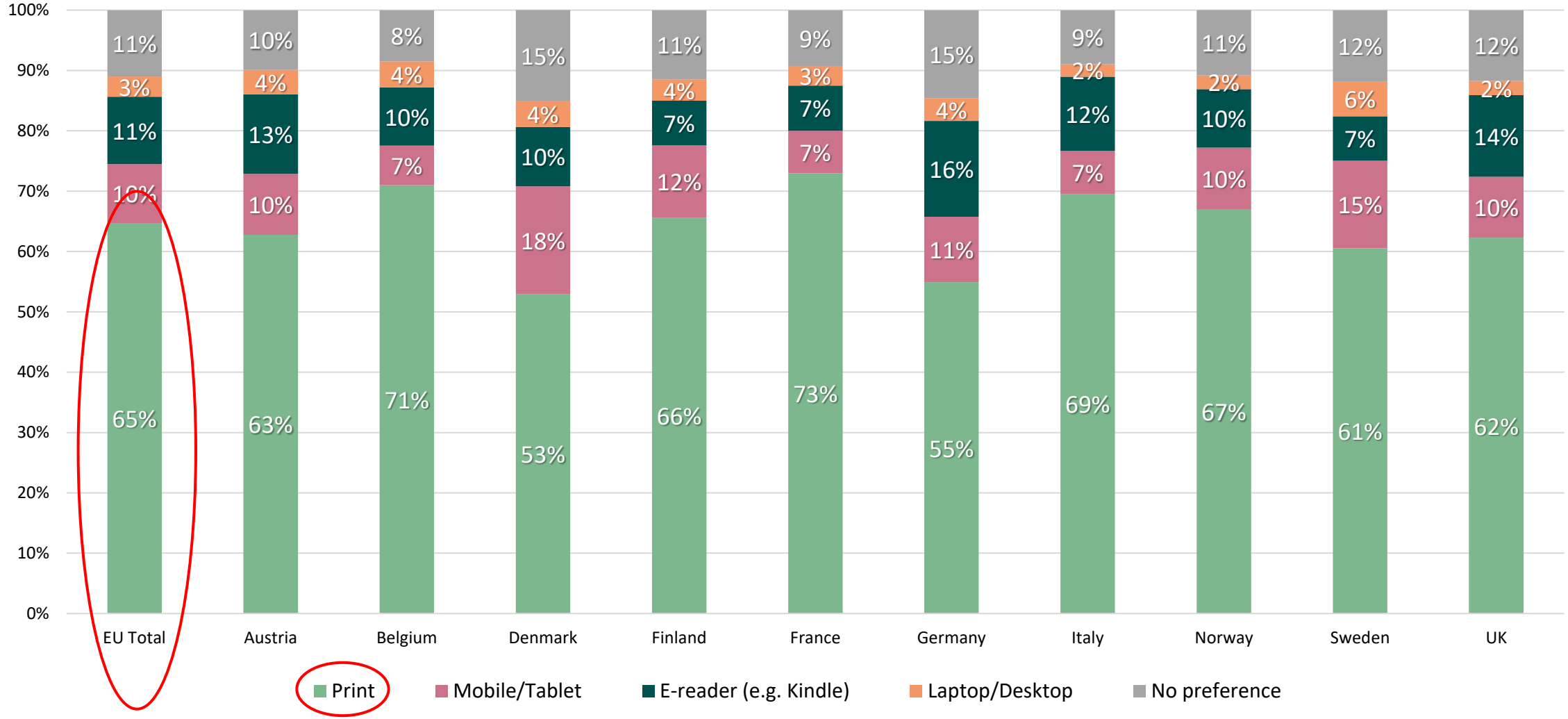
© Two Sides Ltd 2025



Reading Habits

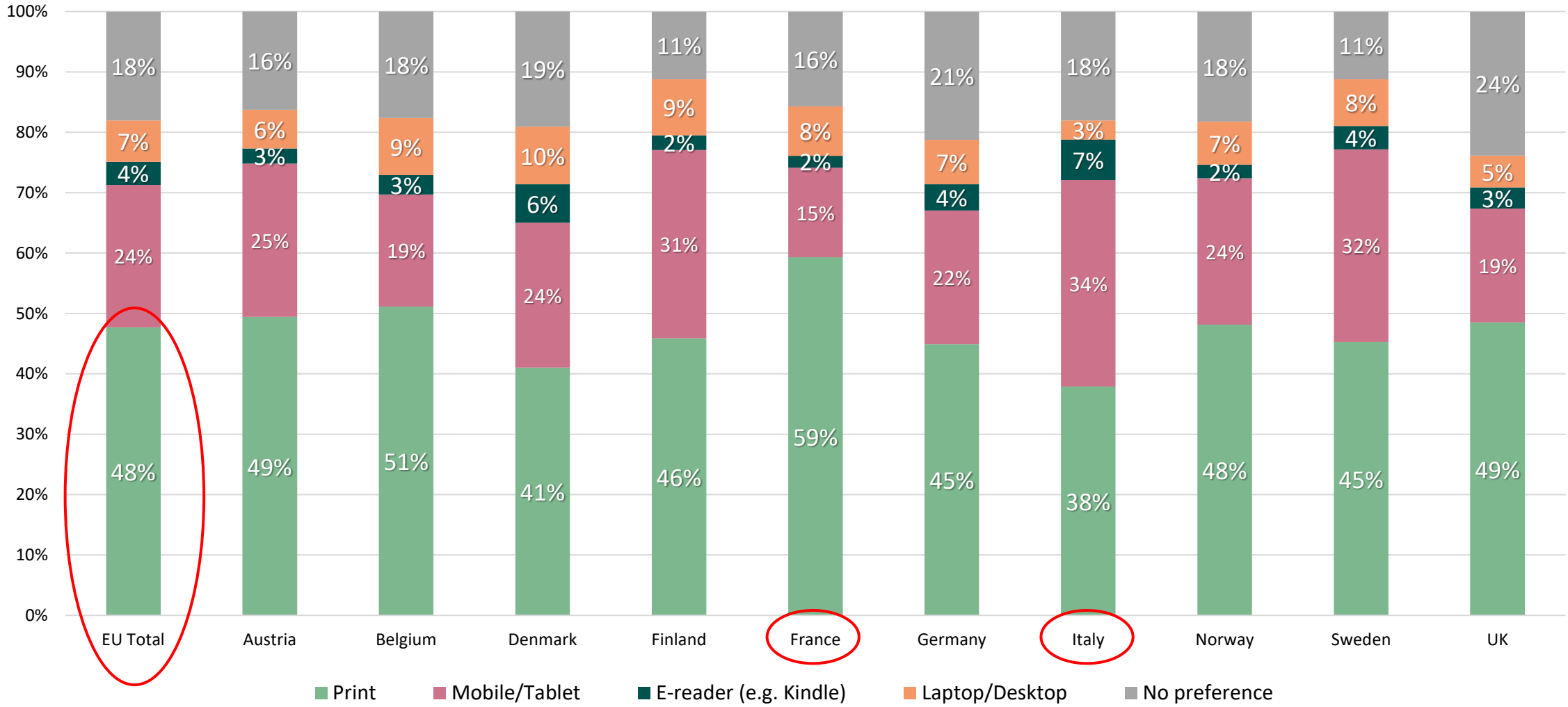
Understanding consumer preferences towards reading, advertising and digital

How do you prefer to read or receive... Books



© Two Sides Ltd 2025

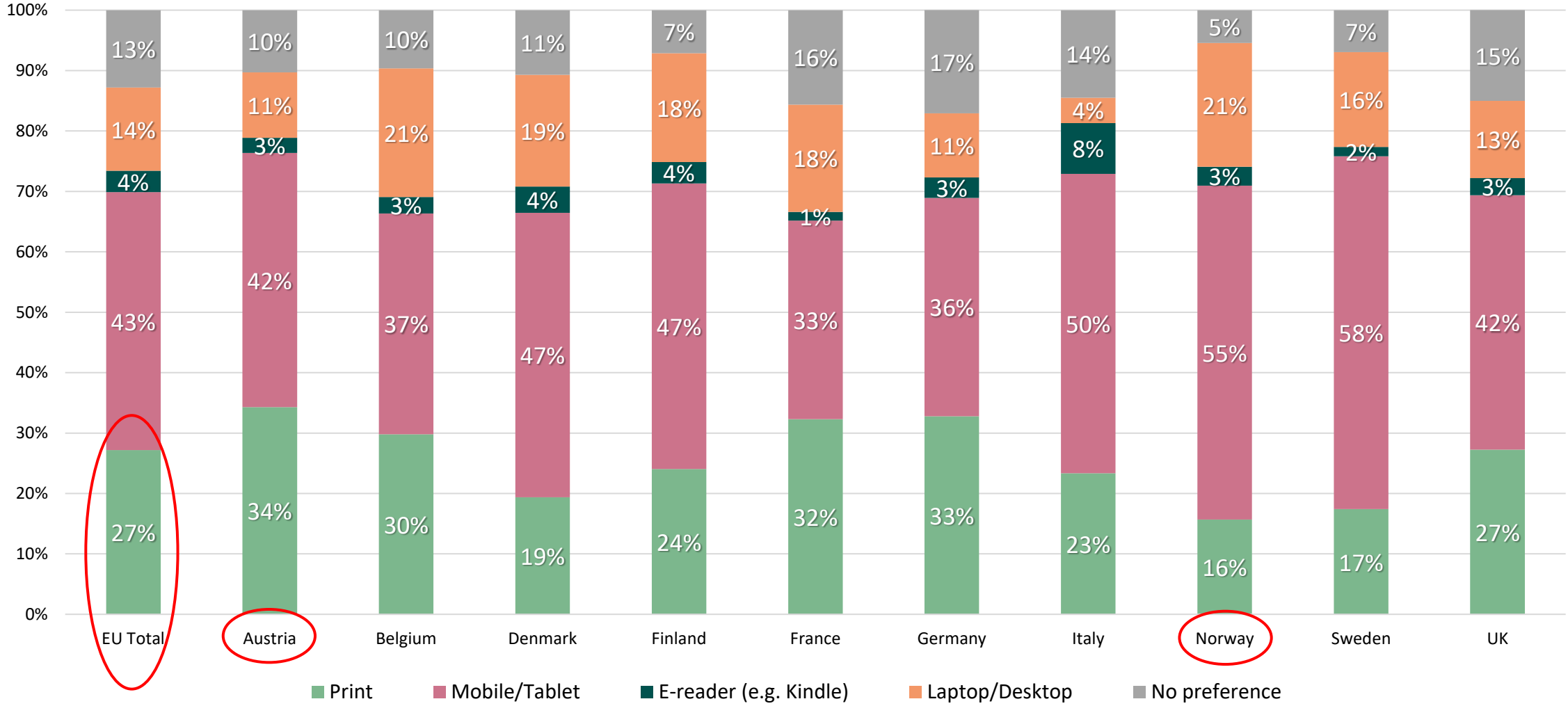
Q How do you prefer to read or receive... Magazines



© Two Sides Ltd 2025

Back to contents ^

How do you prefer to read or receive... Newspapers



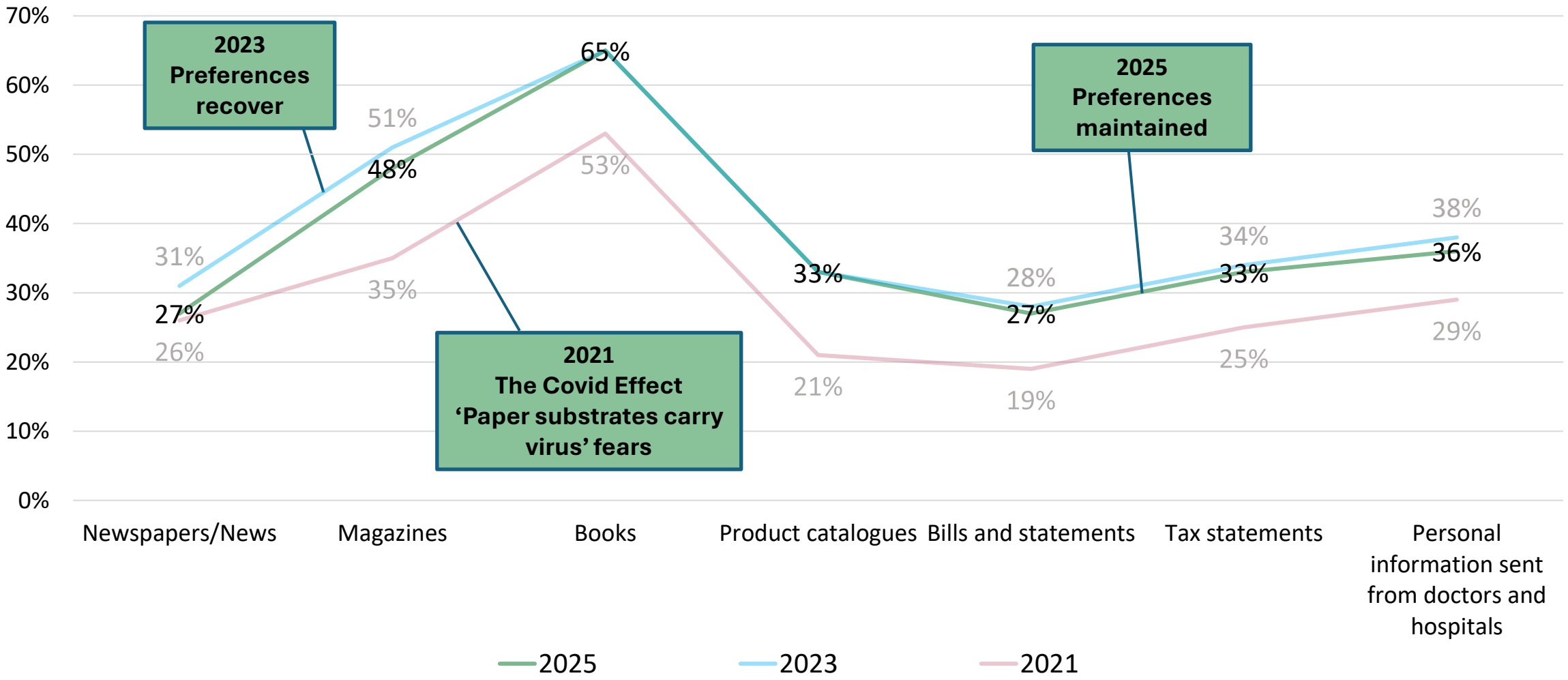
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How do you prefer to read or receive...
% of EU consumers who prefer to read in print: 2021 - 2023 - 2025

Comparing The Trends

EUROPE



© Two Sides Ltd 2025

Q Preferences and Attitudes towards Reading in Print vs Digital
To what extent do you agree with the following statements:



I think children and students learn more when reading printed, rather than digital, books and course materials



I am increasingly concerned that my personal information held electronically is at risk of being hacked, stolen, lost or damaged



I am concerned that the overuse of electronic devices could be damaging to my health (eye strain, sleep deprivation, headaches)



I spend too much time on electronic devices

© Two Sides Ltd 2025

Q Preferences and Attitudes towards Advertising
To what extent do you agree with the following statements:



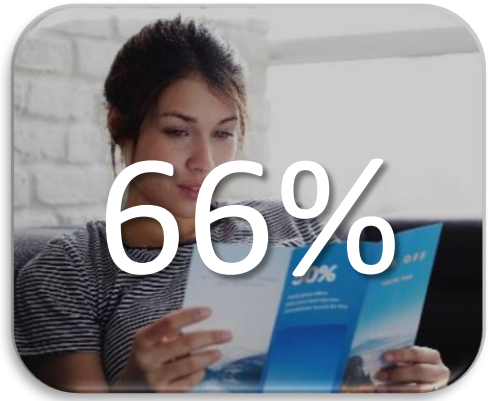
Agree they don't pay attention to adverts online - compared to **42%** who don't pay attention to adverts received in the post



Do their best to block or avoid online adverts



Of consumers say they are either more likely to act when they see printed or mailed ads or are neutral on the issue

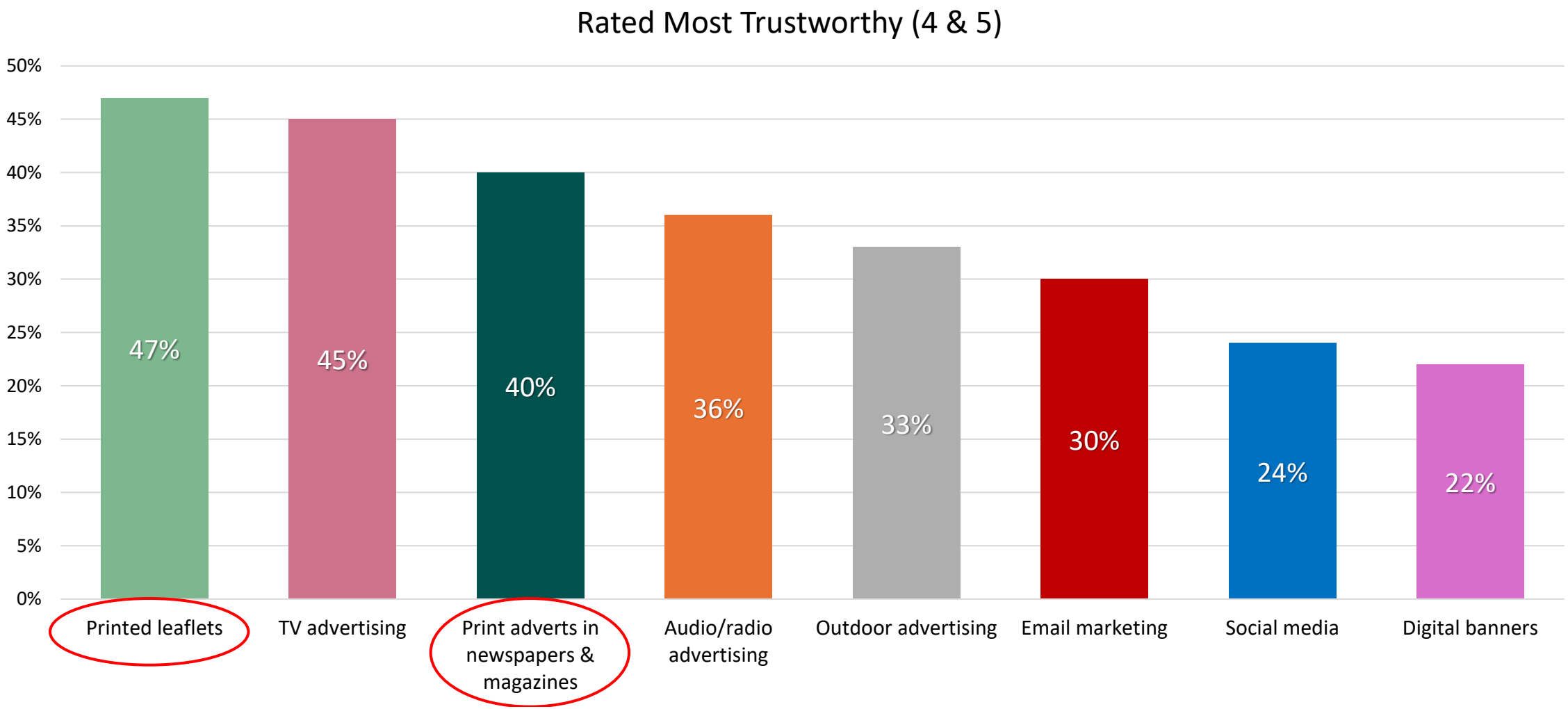


Of consumers say they trust marketing adverts in print (Direct mail & Newspapers) more than adverts online, or are neutral on the issue

EUROPE

© Two Sides Ltd 2025

Q Which types of advertising media do you find most trustworthy when it comes to offers with price information?



EUROPE

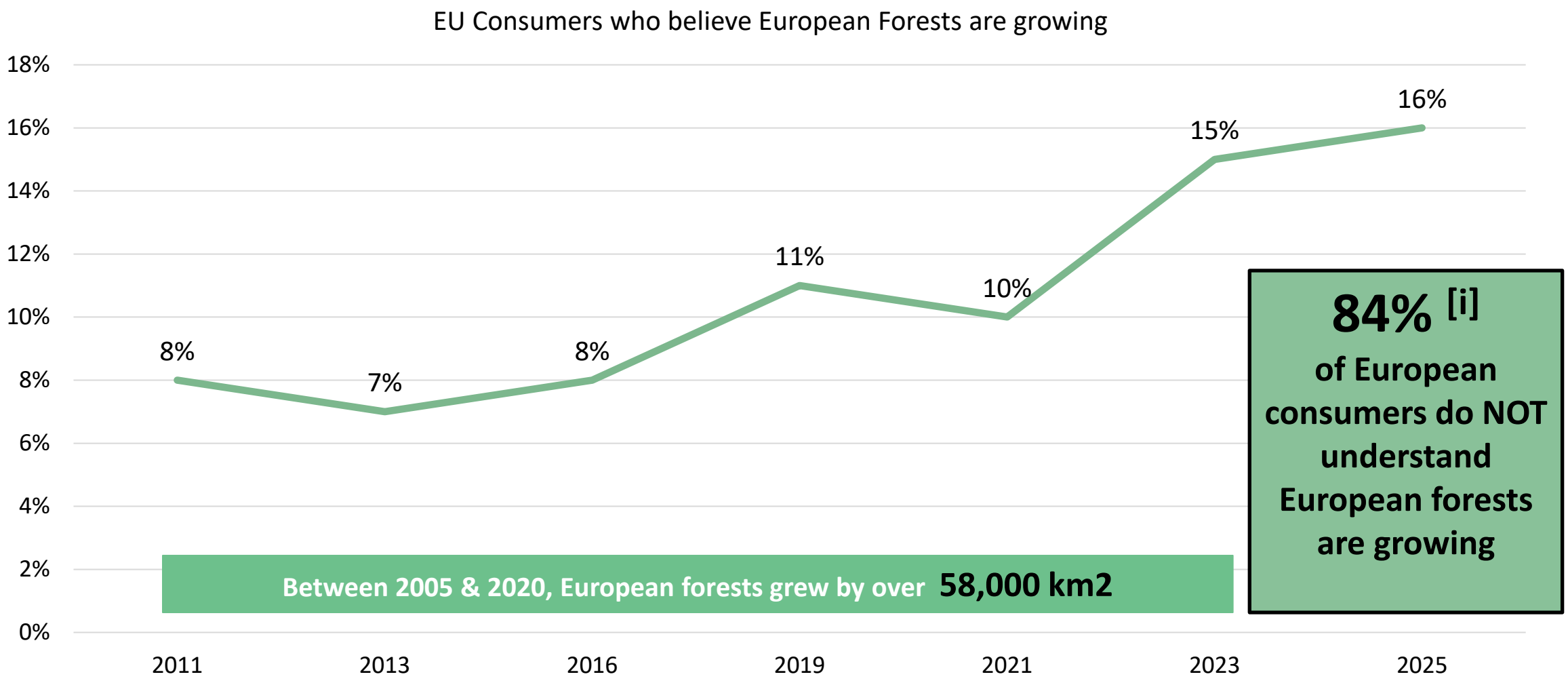
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Environmental Perceptions

Understanding consumer attitudes towards media and the environment

Q What do you believe has been happening to the size of European forest area since the year 2000?

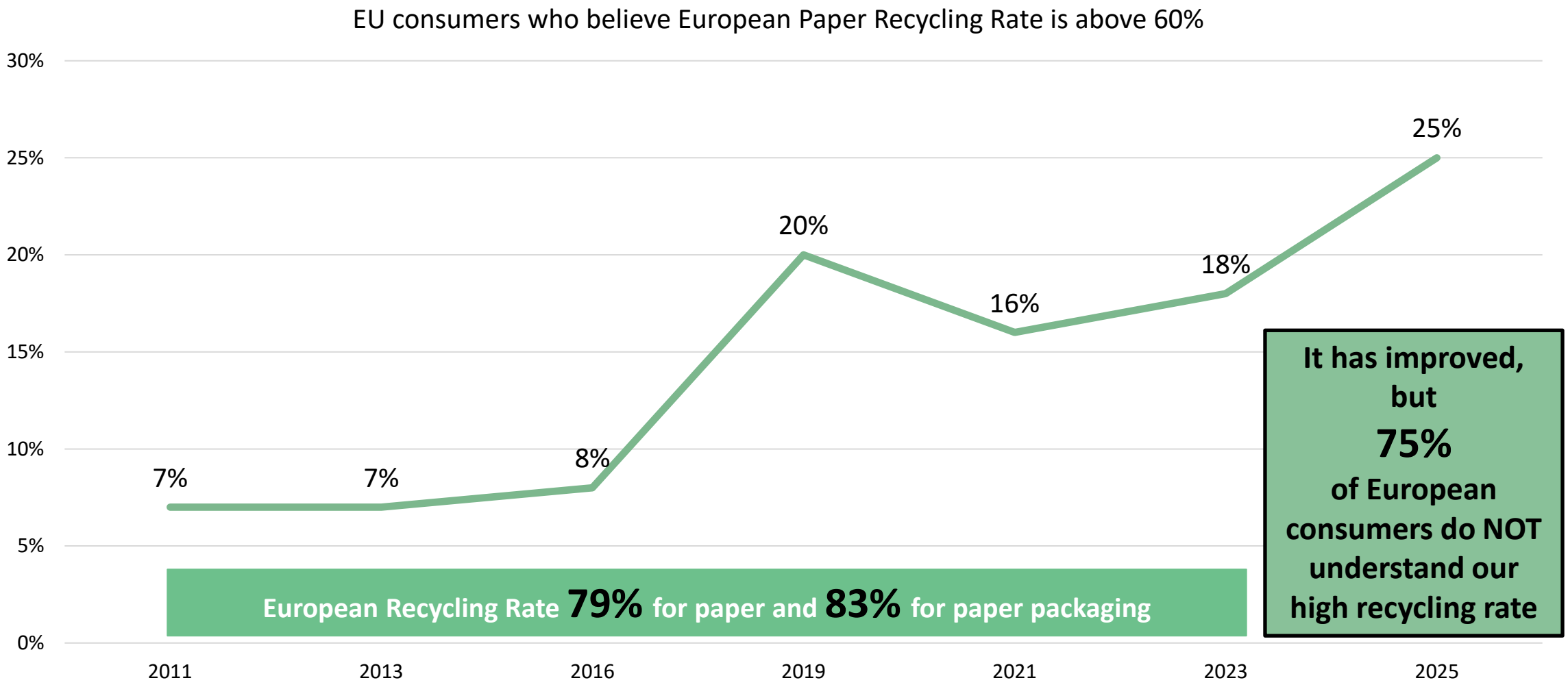


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Q When thinking about the following products, what percentage do you think is recycled in Europe?

Comparing The Trends

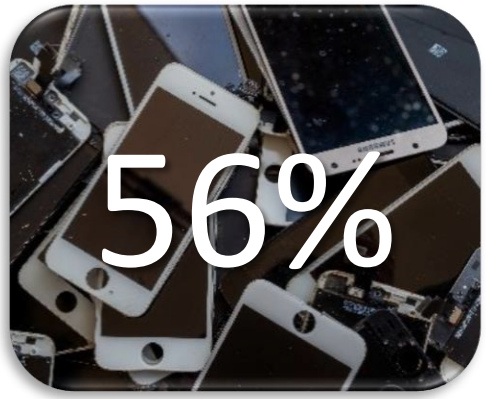
EUROPE



© Two Sides Ltd 2025

Q Attitudes towards Environmental Impact

To what extent do you agree with the following statements:



Think electronic communication is more environmentally friendly than paper communications



Think only recycled paper should be used



Believe paper and paper packaging are a wasteful product



Believe paper and paper packaging are bad for the environment

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Back to contents ^



Packaging Preferences

Understanding consumer preferences towards packaging

Q Paper Packaging
The Preferred and Sustainable Packaging Choice

Consumers were asked to choose their preferred packaging material based on a range of environmental, visual and physical attributes

Paper/cardboard, plastic, glass and metal

Of 15 important attributes, paper/cardboard was the favourite for 9, glass for 4, metal and plastic for 1 each.

© Two Sides Ltd 2025

Trend Tracker Conclusions

- Consumer environmental perceptions of paper-based products are improving, but misconceptions remain
- Consumers still believe European forests are shrinking and do not fully understand our high recycling rate
- Positively, consumers like print, want the choice and do not want to be forced on-line
- **T**he industry must share clear, facts-based messages to challenge digital-only myths and that paper-packaging and paper products are the natural sustainable choice
- **Two Sides and Love Paper remain essential to this mission, helping to inform, inspire and educate**



Trend Tracker Resources

- Free 4-page headline summary
- 16-page Executive Member Report
- Detailed PowerPoint Member Report
- Marketing Social Media Graphics

https://twosides.info/trend-tracker-2025

4-page
Headline summary



16-page
Executive report

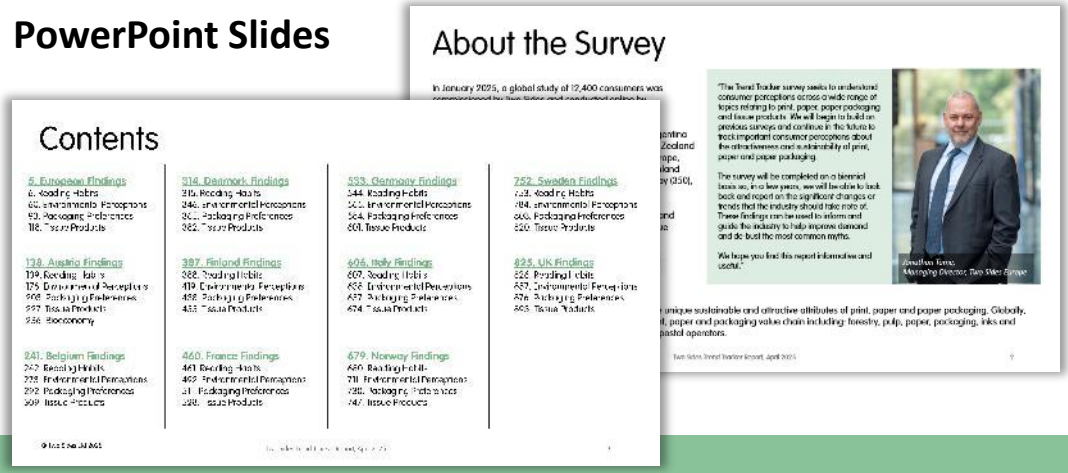


Marketing - Social media graphics





PowerPoint Slides



Two Sides Focus





Anti-Greenwash Campaign

Tackling negative statements about
paper and paper packaging

This Is Greenwashing



Go Green, Go Paperless

Go paperless, save trees and help save the planet

eMail **NOT** tree-mail

Opt for digital statements, reduce landfill and protect the environment

Adidas

6,06 million customers

Ein weiterer Schritt zu mehr Nachhaltigkeit

Diese E-Mail online anzeigen

MÄNNER FRAUEN KINDER STORES



SCHLUSS MIT UNNÖTIGEM PAPIER

Wir haben uns das Ziel gesetzt, unseren CO2-Fußabdruck zu verkleinern. Weniger Papier zu verwenden, bringt uns diesem Ziel einen Schritt näher.

In Deutschland und Spanien haben wir schon über 2 Millionen DIN A4 Blätter gespart – das entspricht 19 Fußballplätzen! Deswegen sagen wir jetzt auch Bye-bye zu Rücksendeetiketten und Hallo zu digitalen Lösungen.

Willkommen im Zeitalter der papierlosen Lieferungen!

NO MORE UNNECESSARY PAPER
We have set ourselves the goal of reducing our carbon footprint. Using less paper brings us one step closer to this goal.

"After internal review, we can advise that the statement you referenced is not part of our current or future communications plan. we continue to check our statements on paper as part of our checks."

Increased Brand Engagement to Prevent Greenwash

Resource to educate Brands and Marketeers on why they should **not** greenwash, covering;

- Paper's environmental credentials
- The impact of digital
- The right to choose
- Advertising regulations

The industry must use our Greenwash Fact Sheet and send to Sustainability Managers of industry associations and brands – Share with the industry to use, particularly Mail providers

Published in English, German, French and Italian



"Go Green, Go Paperless" Messages Are Misleading

The Impact of Greenwashing

Consumers are increasingly aware of the impact their choices have on the environment and are influenced by environmental or green claims made by trusted organisations. Greenwash is defined as "Behaviour or activities that make people believe that a company is doing more to protect the environment than it really is", (Cambridge Dictionary) or, "Disinformation disseminated by an organisation so as to present an environmentally responsible public image." (Wikipedia)

Many leading organisations, including banks, utility companies and telecommunications providers, are urging their customers to go paperless with claims that paperless bills, statements and other electronic communications save trees, are "greener" and better for the environment.

These statements are **greenwashing**. They are not specific, not supported by reliable scientific evidence, life cycle analysis, and are misleading because they imply that electronic communication always has less effect on the environment than printed materials. This contravenes advertising regulations in most European countries.

Examples of misleading statements;

1. Go paperless, save trees and help save the planet
2. Move to email away from tree-mail
3. Go to digital statements and protect the environment

These statements are not just misleading but hugely damaging to an industry that employs in the UK alone, 116,000 people (1,096,000 EU), in more than 8,400 business (115,700 EU). Most commonly, the driving reason for this move to digital communication is cost reduction.

This information sheet will provide you with valuable facts and statistics that you should consider before encouraging your customers to switch to digital communication for environmental reasons.

49% of consumers believe organisations promoting digital as better for the environment is really about saving cost.

– Two Sides/Toluna, 2021.

"Paper has a great sustainable story. Made from trees, it is a renewable and sustainable raw material and easy to recycle.

Raw materials from which digital equipment, servers and the equipment for how power is generated are often finite, precious, non-renewable materials and notoriously difficult to recycle."

Myth – Going paperless saves trees and stops deforestation

It's common to see organisations make statements such as "save trees and stop deforestation" to encourage their customers to move from paper communications to electronic communications. In fact, these statements quite simply aren't true. Here's why:

A healthy market for forest products, such as paper, encourages the long-term growth of forests through sustainable forest management. Which, in turn, helps to mitigate climate change by absorbing CO_2.

Between 2005 and 2020, European forests, which provide 90% of the virgin wood fibre used by the European paper industry, grew by 58,390 km^2 – an area bigger than Switzerland and amounts to 1,500 football pitches of forest growth every day (United Nations FAO, 2020).

Providing an organisation is sourcing its paper from responsible producers, they should not be concerned about saving trees. Indeed, quite the opposite.

Between 2005 and 2020, European forests grew by 1500 football pitches every day!

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

TWO SIDES

www.twosides.info

EmpCo
Empowering Consumers for the Green Transition Directive

Rules apply from 27 September 2026 under national implementing laws

Focus in on B2C claims (Business to Consumer) but also pay attention to B2B

- **Bans Vague Claims**: Generic words like "eco-friendly," "environmentally friendly," "green," or "biodegradable" are prohibited unless the company can prove "recognized excellent environmental performance".
- **Restricts Offsetting Claims**: Companies can no longer market products as "climate-neutral" or "carbon-neutral" if those claims rely purely on carbon or plastic offsetting outside their value chain rather than actual measurable reductions.
- **Regulates Sustainability Labels**: Self-created logos, brand-owned green seals, and unverified badges are banned. Labels must be established by public authorities or backed by an independent certification scheme.
- **Hold evidence** to match the claim

EmpCo - What should your company do

A CHECKLIST FOR MILLS, MERCHANTS, PRINTERS, PUBLISHERS & PACKAGING SUPPLIERS

Audit the claims you make — and the claims your customers ask you to print.

1 AUDIT EVERY TOUCHPOINT

Review websites, product pages, packaging, labels, brochures, quotes, social media and sales materials. Include icons, badges and product names.

2 MAKE CLAIMS SPECIFIC

Replace vague wording with a precise attributes: e.g. “contains 100% recycled fibre” — only where accurate, clearly scoped and relevant.

3 KEEP THE EVIDENCE

Maintain a claim-by-claim file: supplier declarations, chain-of-custody certificates, recycled-content data, test results, LCA or verified emissions data.

4 CONTROL APPROVAL & SCOPE

Check what the claim covers (product, component, process or whole business), where it applies and under what conditions. Add technical and legal review before publication.

EmpCo is legislation, not a certification. This briefing is practical guidance, not legal advice; check the rules in each target market.

EmpCo
Empowering Consumers for the Green Transition Directive

TWO SIDES

Environmental claims must earn trust.

You can talk about sustainability — but be specific, truthful and be able to prove it.

For More Information https://eur-lex.europa.eu/eli/dir/2024/825/oj/eng

Two Sides Blog: https://twosides.info/UK/empco-what-it-means-for-print-paper-and-paper-packaging/

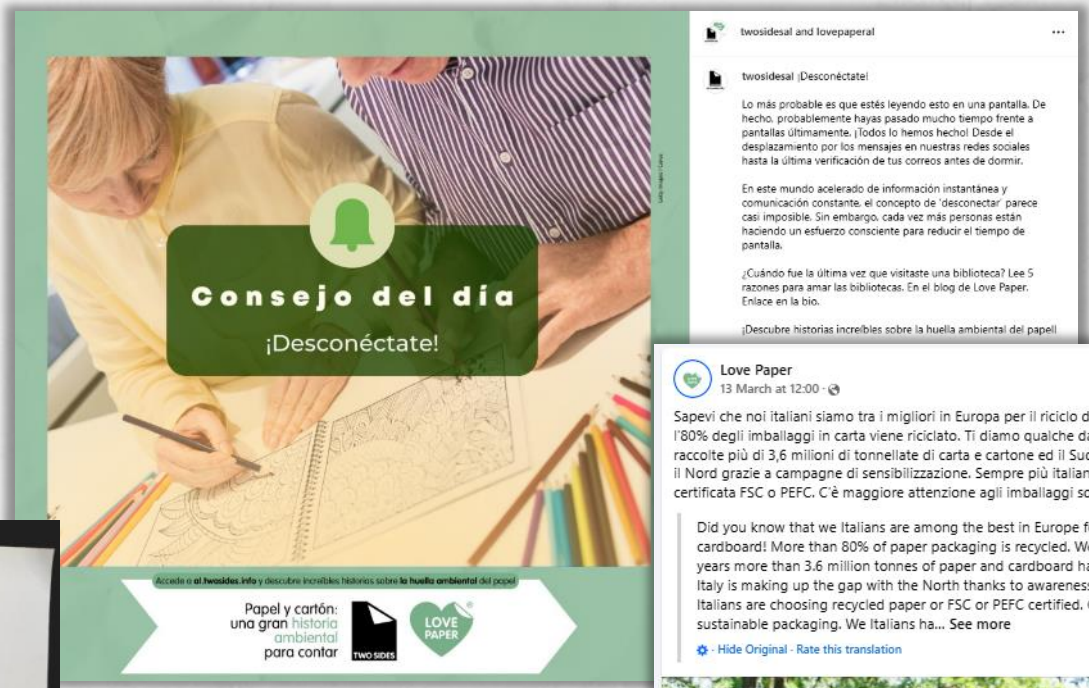

Improving consumer perceptions of paper and paper-based packaging
LOVE PAPER
www.lovepaper.org

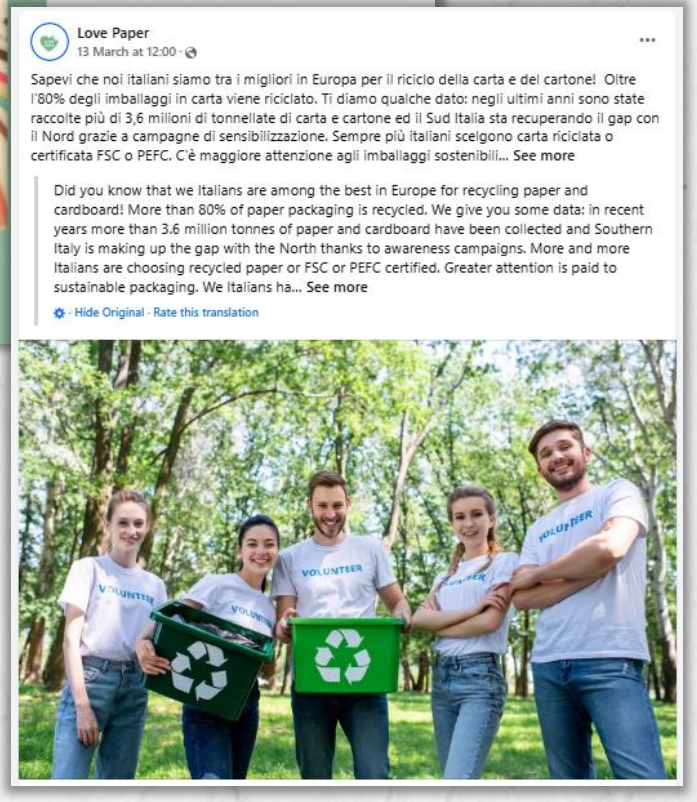
Love Paper messages reach European consumers 200 million times every year. Off the page and online

Over 2,900 Love Paper adverts and social media posts placed in Europe 2025

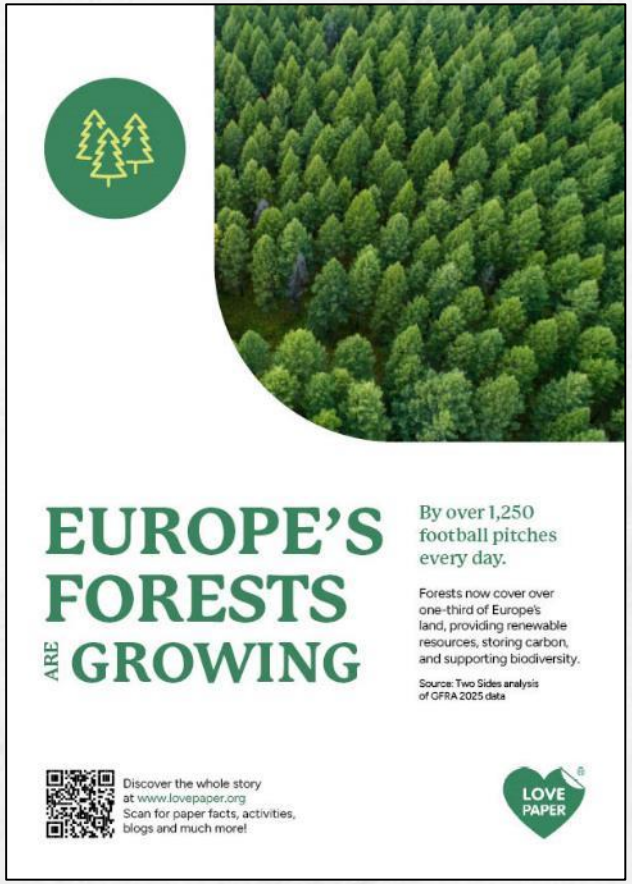




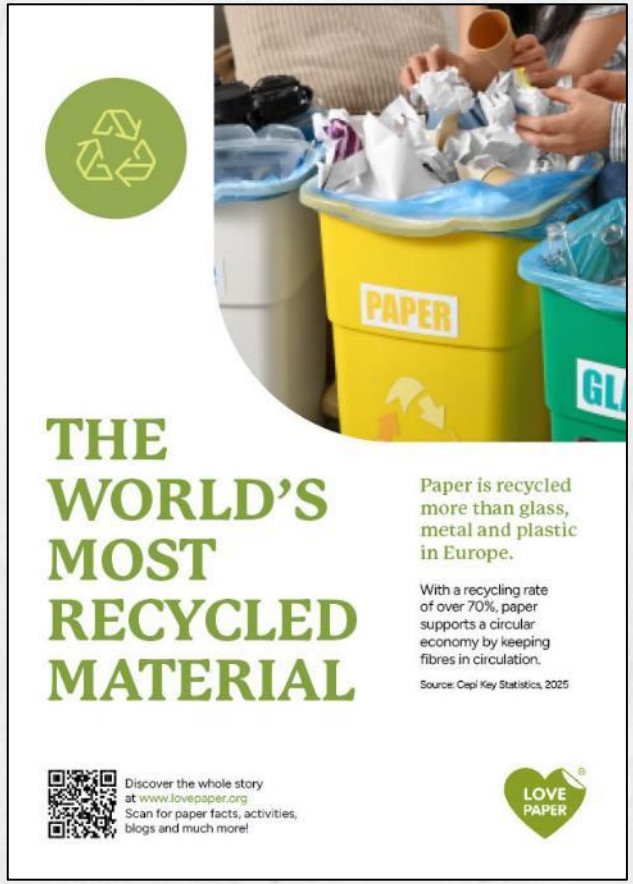


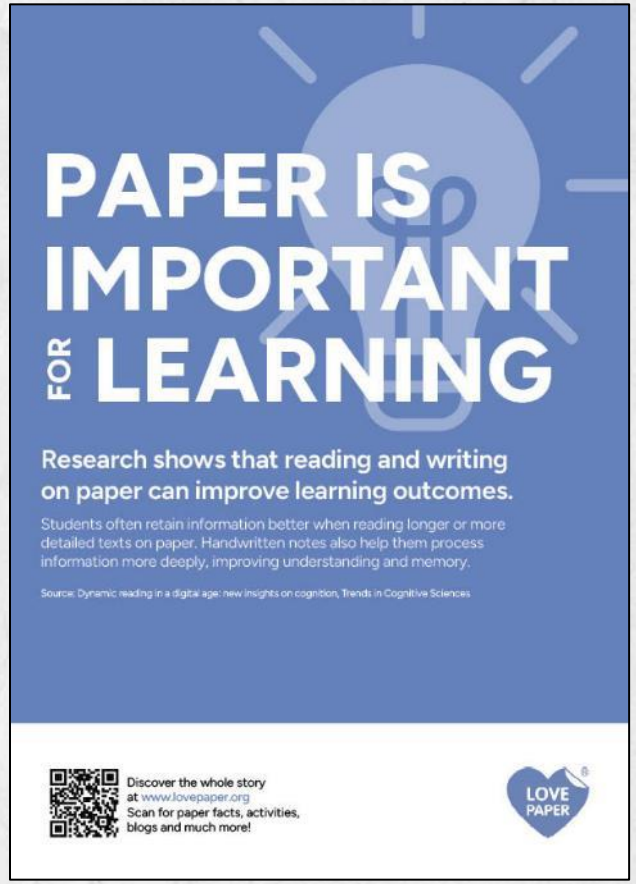


2026 - Advert Branding Update
Simple messages







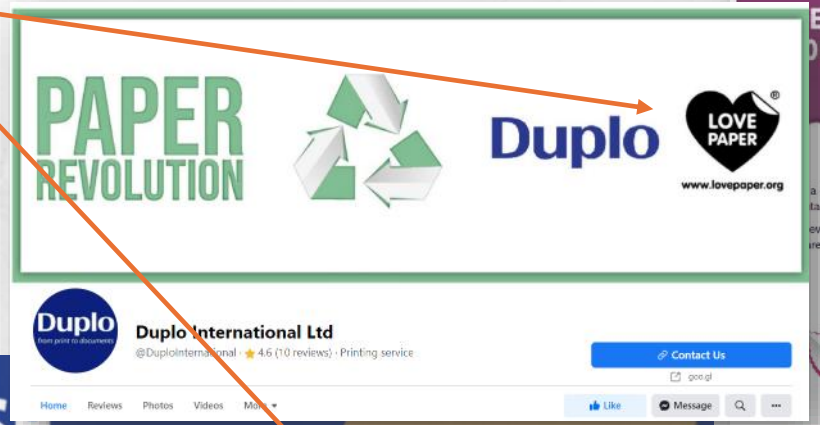


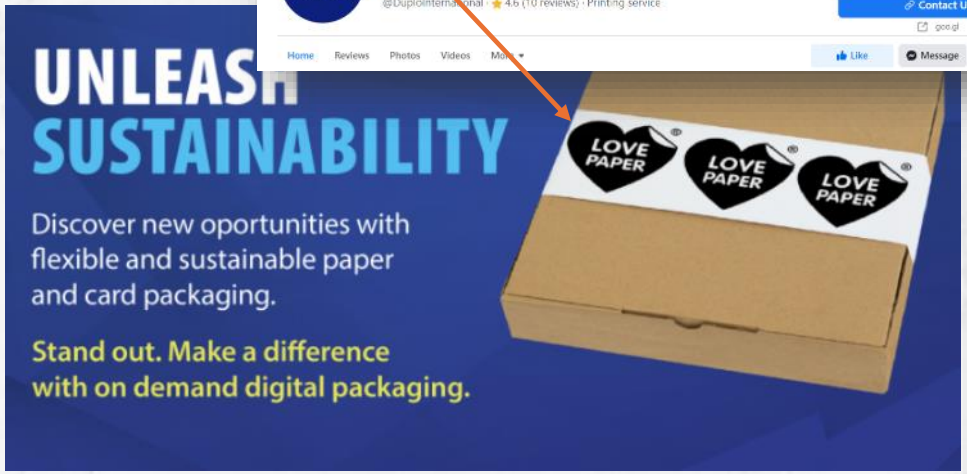
Love Paper Product Promotion



LOVE PAPER®





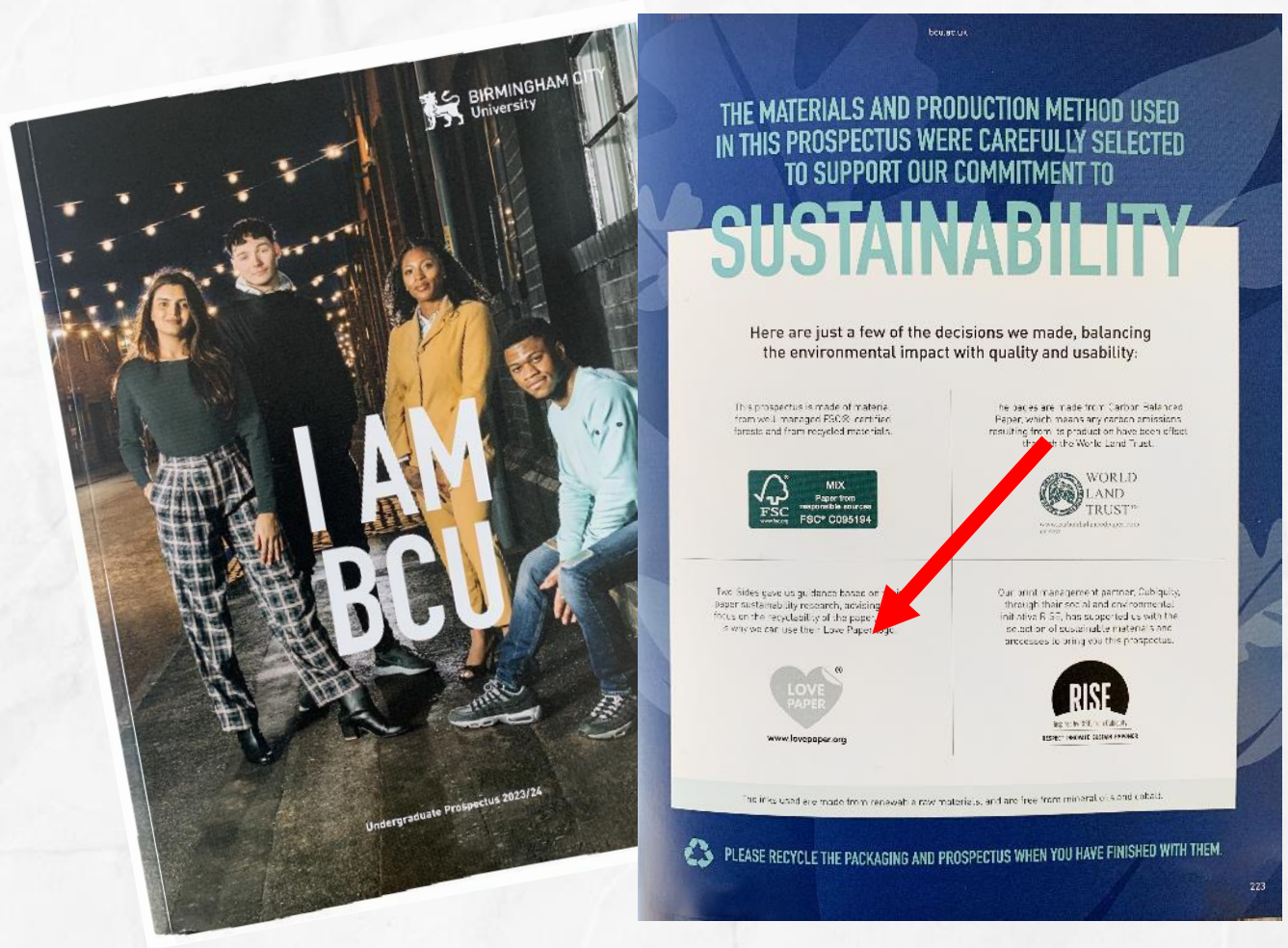


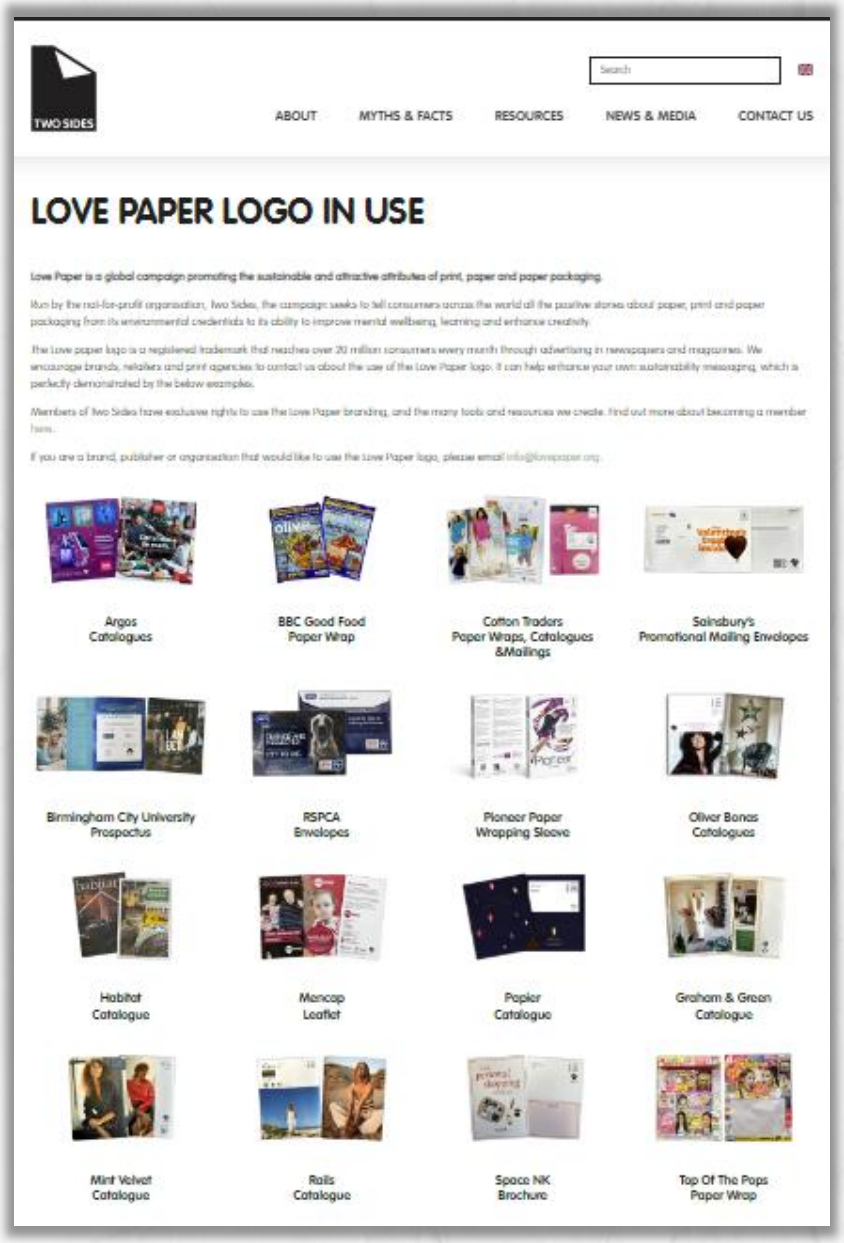




Helping Brands tell the sustainable story of their paper use

https://www.twosides.info/love-paper-logo-in-use/



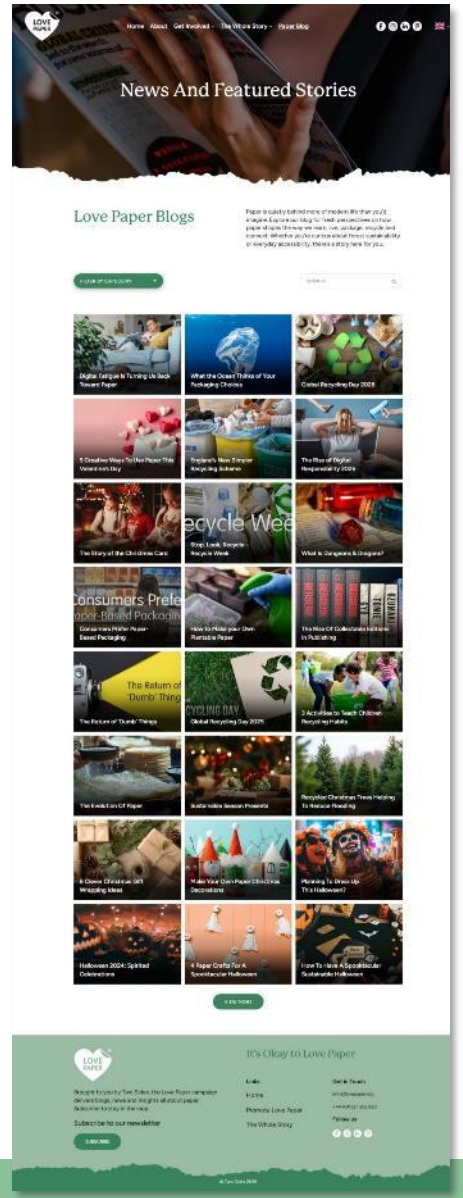


Love Paper Website and Communication Platform

- Challenges the Myths and explains the Facts about print and paper
- Consumer friendly information for people who see adverts/social media posts and want more information
- Single European website with AI auto-translations covering all key European languages

www.lovepaper.org






Love Paper Week
Created by Two Sides
An annual campaign adopted across the paper value chain
LOVE PAPER
WEEK
2nd - 6th Feb 2026
www.lovepaper.org

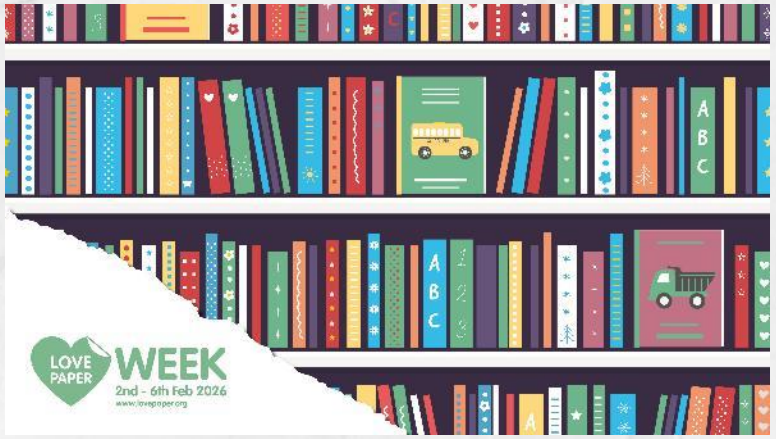
Love Paper Week 2026, Resources

- Love Paper Week logo (branding)
- 15x virtual backgrounds
- 12x email footers
- Social media package
  (visual assets with supporting text and links)

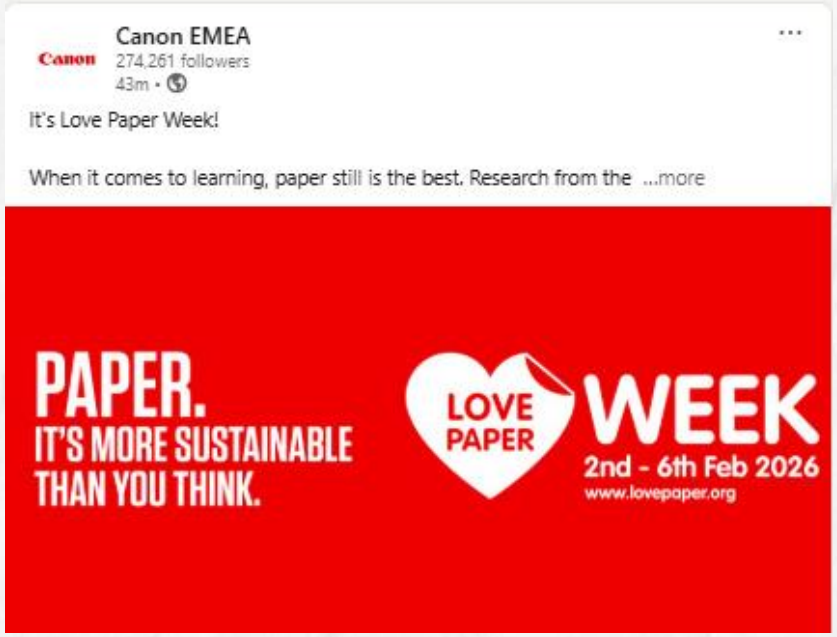








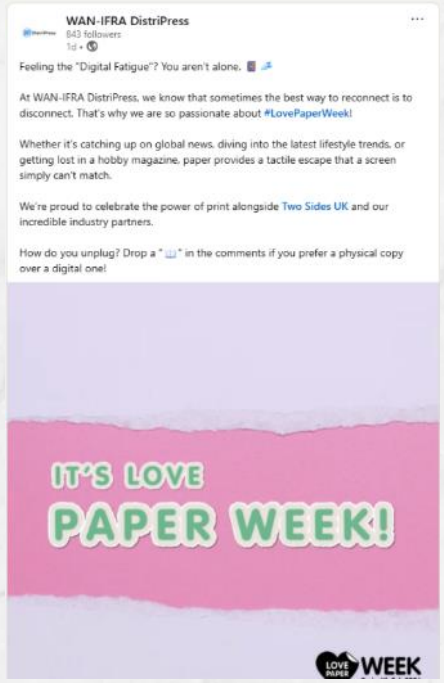


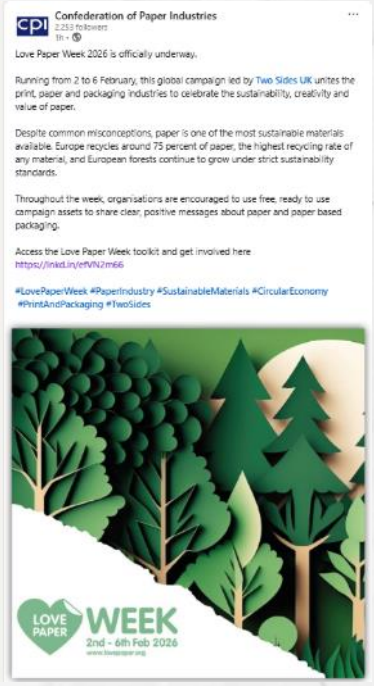

Canon EMEA
274,261 followers
43m •
It's Love Paper Week!
When it comes to learning, paper still is the best. Research from the ...more
PAPER.
IT'S MORE SUSTAINABLE THAN YOU THINK.
LOVE PAPER WEEK
2nd - 6th Feb 2026
www.lovepaper.org

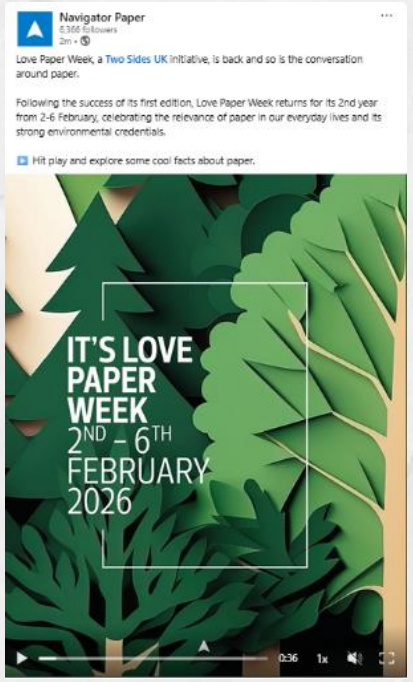

Ricoh Europe Graphic Communications
14,659 followers
2h •
+ Follow
During Love Paper Week we wanted to celebrate how Ricoh's powerful partnership with Antalis was showcased at drupa with Xanitainside. It helped bring to life vibrant, powerful imagery that injected energy and engaged visitors. ...more
LOVE PAPER WEEK
2nd - 6th Feb 2026

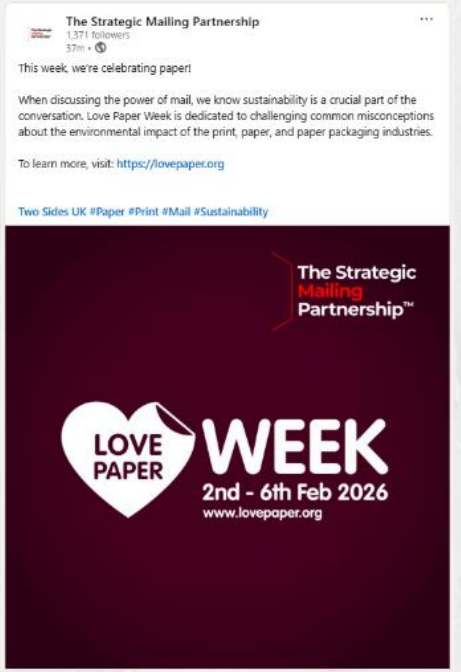

IT'S LOVE PAPER WEEK!
LOVE PAPER WEEK

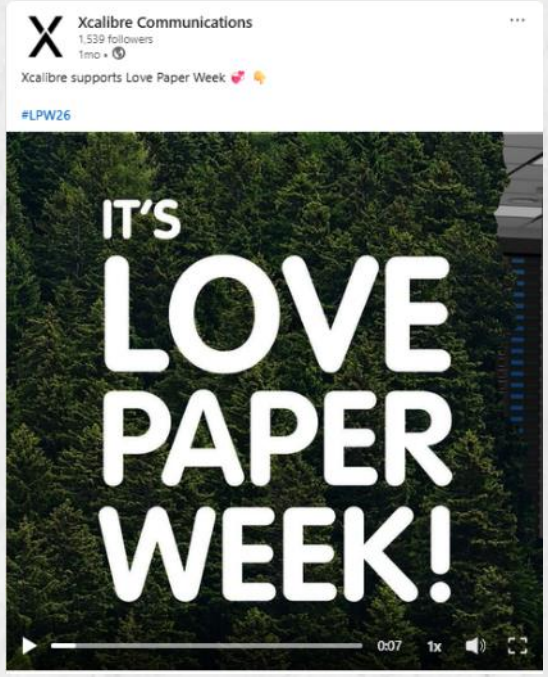

Fibre-based packaging is versatile and hugely effective!


WAN-IFRA DistriPress
843 followers
1d •
Feeling the "Digital Fatigue"? You aren't alone.
At WAN-IFRA DistriPress, we know that sometimes the best way to reconnect is to disconnect. That's why we are so passionate about #LovePaperWeek!
Whether it's catching up on global news, diving into the latest lifestyle trends, or getting lost in a hobby magazine, paper provides a tactile escape that a screen simply can't match.
We're proud to celebrate the power of print alongside Two Sides UK and our incredible industry partners.
How do you unplug? Drop a " " in the comments if you prefer a physical copy over a digital one!
IT'S LOVE PAPER WEEK!
LOVE PAPER WEEK


Confederation of Paper Industries
2,253 followers
1h •
Love Paper Week 2026 is officially underway.
Running from 2 to 6 February, this global campaign led by Two Sides UK unites the print, paper and packaging industries to celebrate the sustainability, creativity and value of paper.
Despite common misconceptions, paper is one of the most sustainable materials available. Europe recycles around 75 percent of paper, the highest recycling rate of any material, and European forests continue to grow under strict sustainability standards.
Throughout the week, organisations are encouraged to use free, ready to use campaign assets to share clear, positive messages about paper and paper based packaging.
Access the Love Paper Week toolkit and get involved here https://lnkd.in/efVN2m66
#LovePaperWeek #PaperIndustry #SustainableMaterials #CircularEconomy #PrintAndPackaging #TwoSides
LOVE PAPER WEEK
2nd - 6th Feb 2026


Navigator Paper
6,366 followers
2m •
Love Paper Week, a Two Sides UK initiative, is back and so is the conversation around paper.
Following the success of its first edition, Love Paper Week returns for its 2nd year from 2-6 February, celebrating the relevance of paper in our everyday lives and its strong environmental credentials.
Hit play and explore some cool facts about paper.
IT'S LOVE PAPER WEEK
2ND – 6TH FEBRUARY 2026
0:36
1x


The Strategic Mailing Partnership
1,371 followers
37m •
This week, we're celebrating paper!
When discussing the power of mail, we know sustainability is a crucial part of the conversation. Love Paper Week is dedicated to challenging common misconceptions about the environmental impact of the print, paper, and paper packaging industries.
To learn more, visit: https://lovepaper.org
Two Sides UK #Paper #Print #Mail #Sustainability
The Strategic Mailing Partnership™
LOVE PAPER WEEK
2nd - 6th Feb 2026
www.lovepaper.org


Xcalibre Communications
1,539 followers
1mo •
Xcalibre supports Love Paper Week
#LPW26
IT'S LOVE PAPER WEEK!
0:07
1x

Absolute Creative Print · Follow
16h ·

From flyers to booklets, packaging to posters - it all starts with great paper 💛

Happy Love Paper Week to everyone who loves print as much as we do!

#LovePaperWeek



Formara Print+ · Follow
3 February at 10:00 ·

When it comes to learning, paper still is best.

Research from the Norwegian University of Science and Technology shows that handwriting helps build richer neural connections between both sides of the brain, boosting memory, comprehension and overall retention.

Using print books or pens and paper isn't just nostalgic, it reduces digital distractions, helps the user to focus and supports deeper processing of information.

Sometimes the simplest tools are still the most effective for learning.

#LovePaperWeek



Ricoh UK · Follow
Yesterday at 09:05 ·

This #LovePaperWeek, we're shining a light on one of the most overlooked tools in the office: paper 💚📗

Whether it's for high-quality printouts or everyday documents, choosing the right paper makes a real difference for your team, your devices, and the planet 🌎

- ✅ Fewer jams
- ✅ Sharper results
- ✅ Greater efficiency
- ✅ Better sustainability outcomes

Sam Ayling's blog explores what to consider when selecting office paper, from weight to sustainability credentials 👉 https://bit.ly/4fZRLhP



RICOH.CO.UK
Key considerations when choosing your office paper

Frugalpac
4 February at 07:30 ·

Paper is one of the world's most familiar, trusted and recyclable materials. It's renewable, widely collected, and already part of everyday recycling systems around the globe.

At Frugalpac, we believe paper has a much bigger role to play in the future of packaging. That's why we developed the Frugal Bottle — using 94% recycled paperboard to replace heavy, high-carbon glass for wine and spirits.

By choosing paper-based packaging, brands can cut carbon, reduce transport emissions and work within recycling systems people already understand — without compromising on quality or performance.

This week, we're celebrating paper not just for what it is, but for what it makes possible: lighter, lower-impact packaging that works at scale.

#LovePaperWeek #PaperBasedPackaging #SustainableDesign #TheEndOfHeavy #Frugalpac



Birch Print @BirchPrint · 22h

In Europe, almost all primary forests are protected. Paper comes from sustainably managed forests where planting, growth and harvesting are carefully balanced.

Sustainable forestry = healthy forests, climate protection and biodiversity.

#LovePaperWeek



Burgo Group @burgo_group · 51m

Fibre-based packaging is sustainable and fits into the circular economy model seamlessly. Its raw material, wood fibre, is a renewable, natural and sustainable resource.

Burgo supports #LovePaperWeek lovepaper.org



Gould Publications @GouldIntl · Jan 30

Calling all in the paper, print & packaging industry!

From the 2nd to the 6th of February, Two Sides will be championing paper as a sustainable, effective and attractive medium. And they invite you to do the same!

Download your toolkit here lovepaper.org/lovepaperweek/



Tradeprint.co.uk @Tradeprintcouk · 1h

It's @LovePaperUK Week all week. The paper industry aspires to be genuinely sustainable and we are here for that as part of our strong focus on responsible printing. Learn more at hubs.ly/Q041xy9C0



Love Paper Week 2026 Success and Reach

- Working with European industry associations: CEPI (Paper), Integraf (Print), FEPE (Envelopes), Procarton, Fefco, ECMA, Procarton (Packaging), ETS (Tissue)
- **391 unique users downloaded** the European LPW26 materials
- LPW26 seen all over social media used by; Canon, Ricoh, Konica Minolta, Burgo Group, Navigator Company, Wan-Ifra, BPIF, Papier.be, etc.
- Love Paper messages reached millions of consumers during that week alone

Tell Our Sustainable Story

- The Love Paper® logo is a simple, eye-catching way to tell customers and consumers that our products and industry are sustainable

- **Love Paper Week 1-5th Feb 2027**
  Become involved

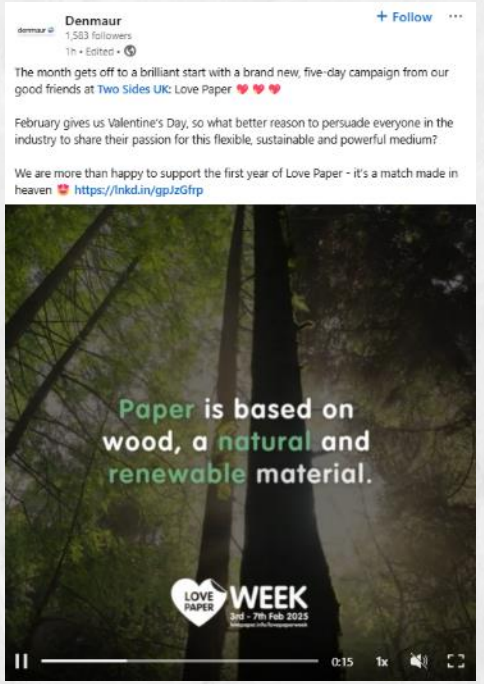
- Contact enquiries@twosides.info to learn more

LOVE PAPER®

www.lovepaper.org









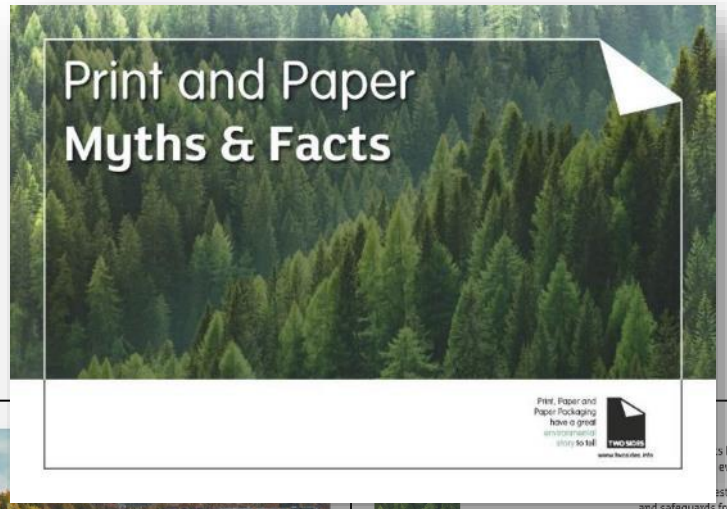


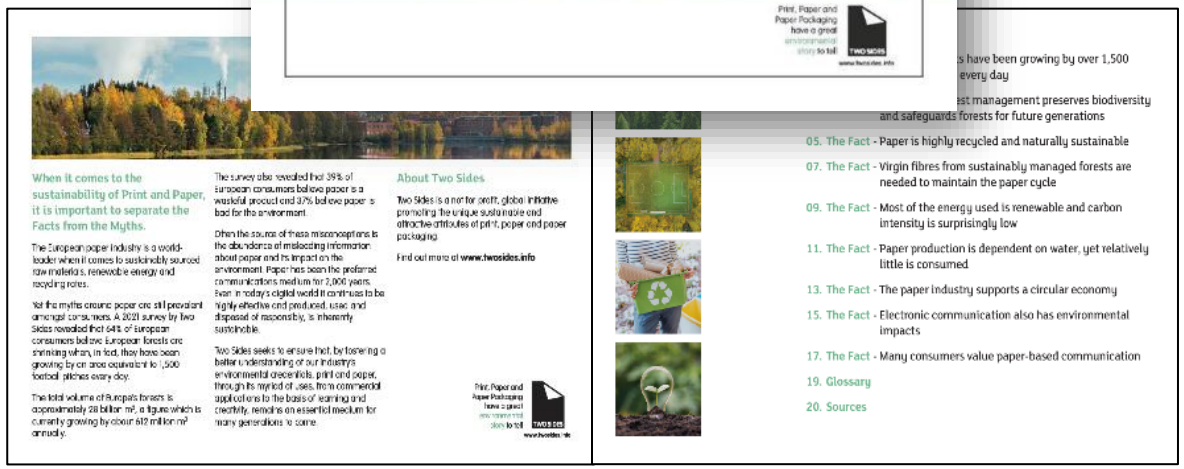
Member Resources

Information, tools and events
available to our members

Marketing Materials And Tools

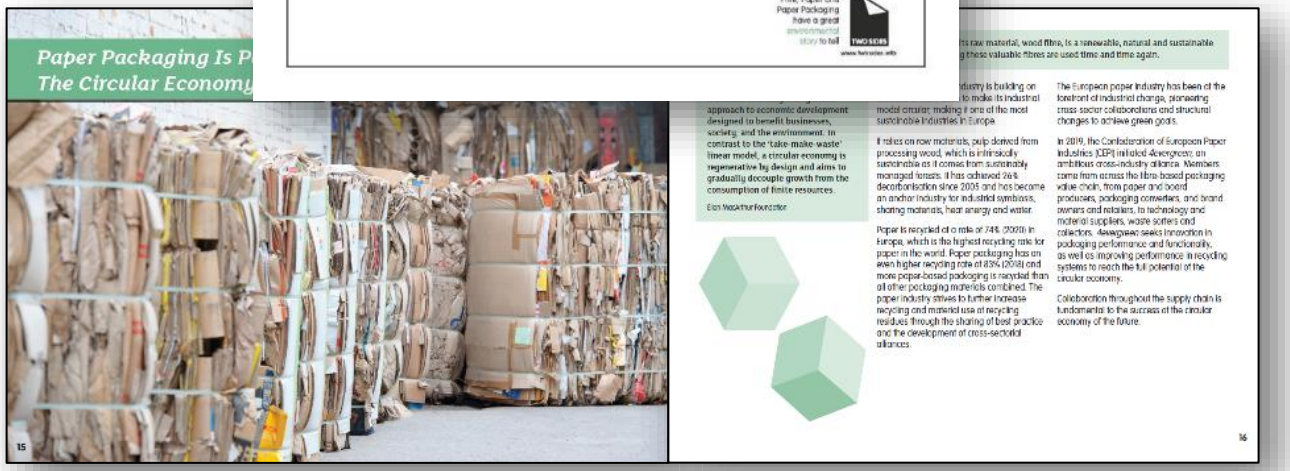
Myths & Facts Booklet





Packaging Facts Booklet





Fact Sheets

1. Paper Packaging, The Natural Choice
2. Paper Bags, The Natural Choice
3. Paper Production and Sustainable Forests
4. Paper Recovery & Recycling
5. Forest Benefits and Biodiversity
6. Renewable Energy & Carbon Footprint
7. Paper From Alternative Fibres
8. Paper's Water Footprint
9. Greenwash
10. What's More Hygienic; Hand Dryers or Paper Towels



Factographics And Mini Videos

- 20+ Factographics on the sustainability and attractiveness of paper, print media and paper packaging.
- 20 Mini Videos
- Ideal for social media















Facts and Resources for the Industry to use











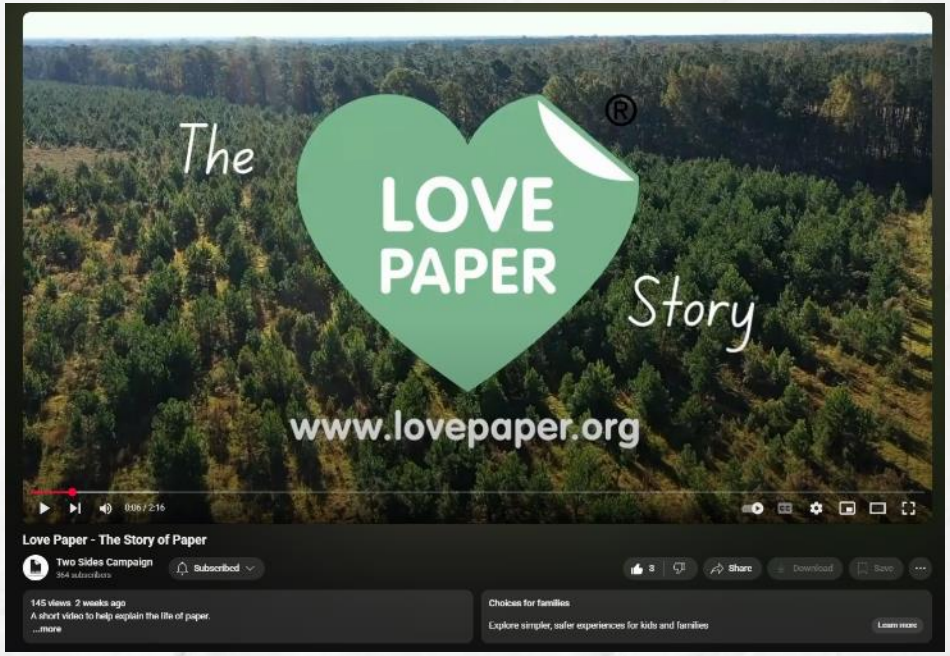








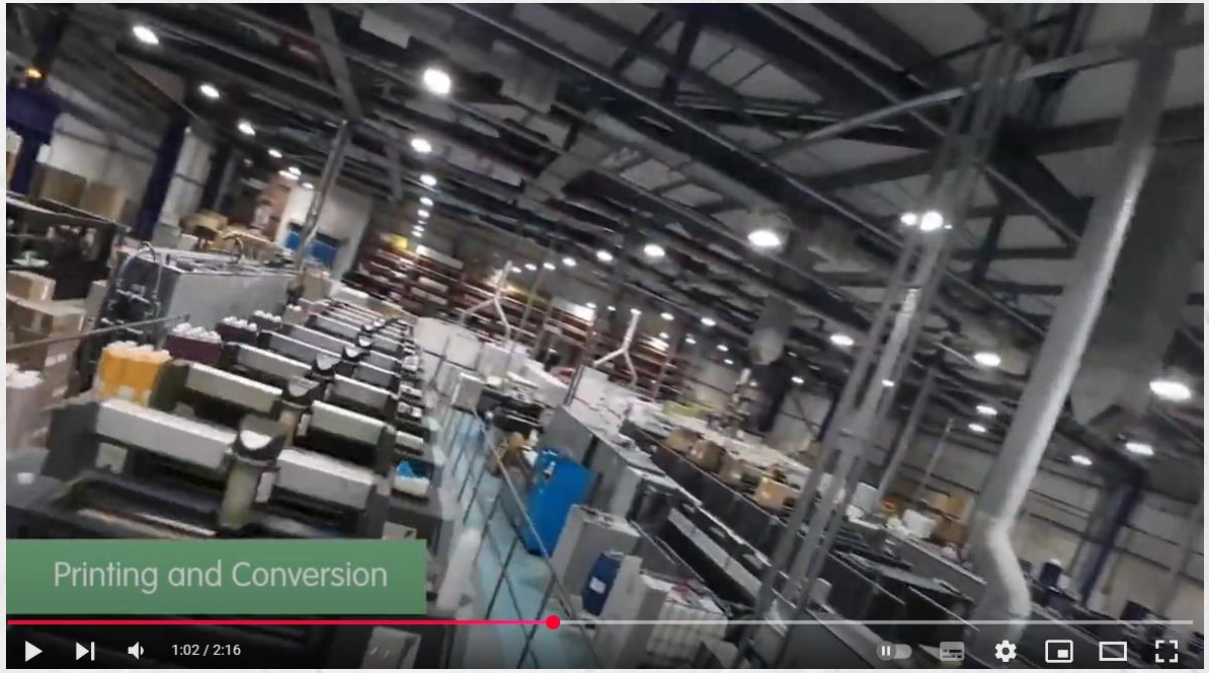
The Story of Print and Paper Video





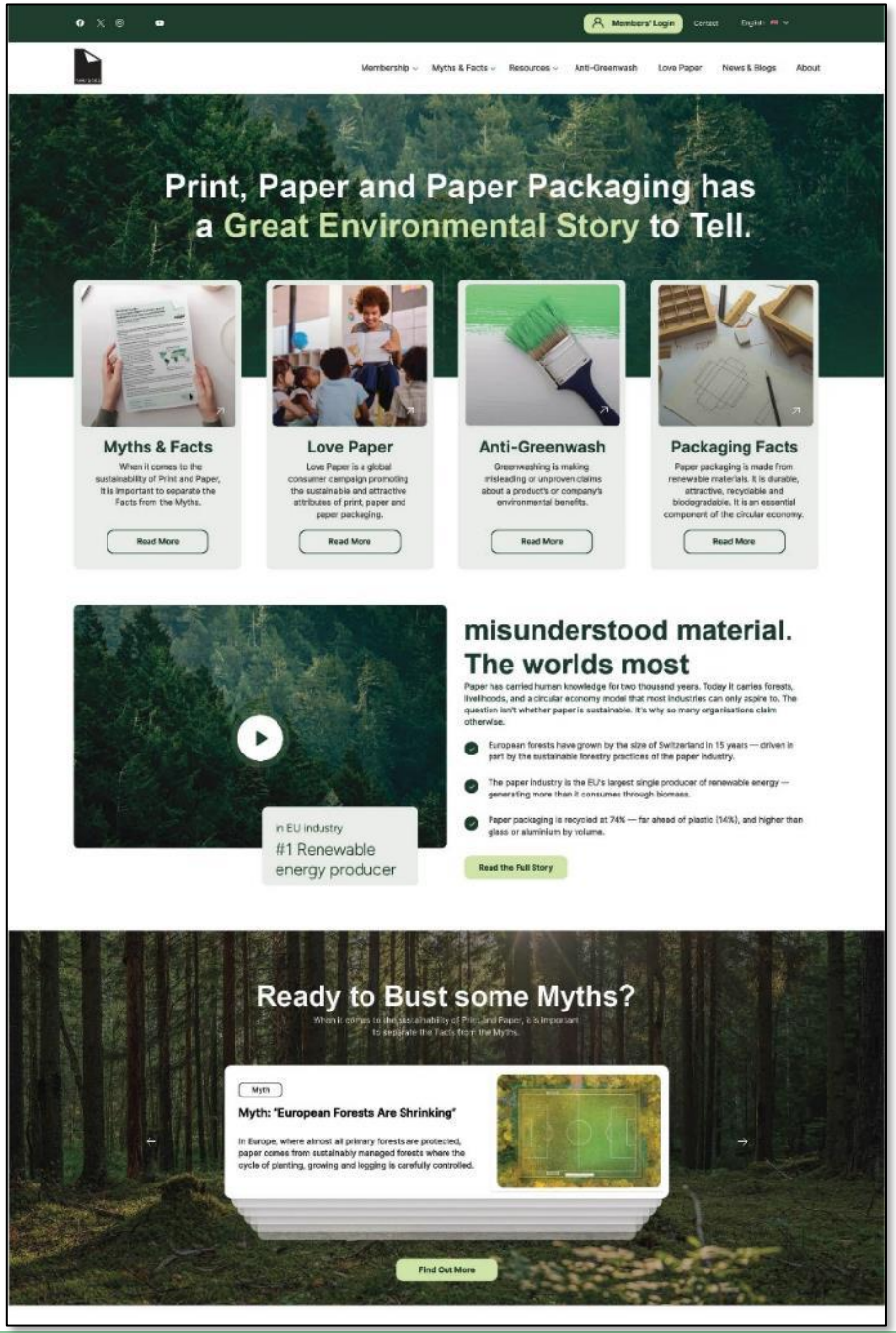
- The Story of tree to printed product/packaging
- Can be used by the industry and adapted for stakeholders

https://youtu.be/MXgojZwr_YQ?si=3mPr7-URvX8iUlAH



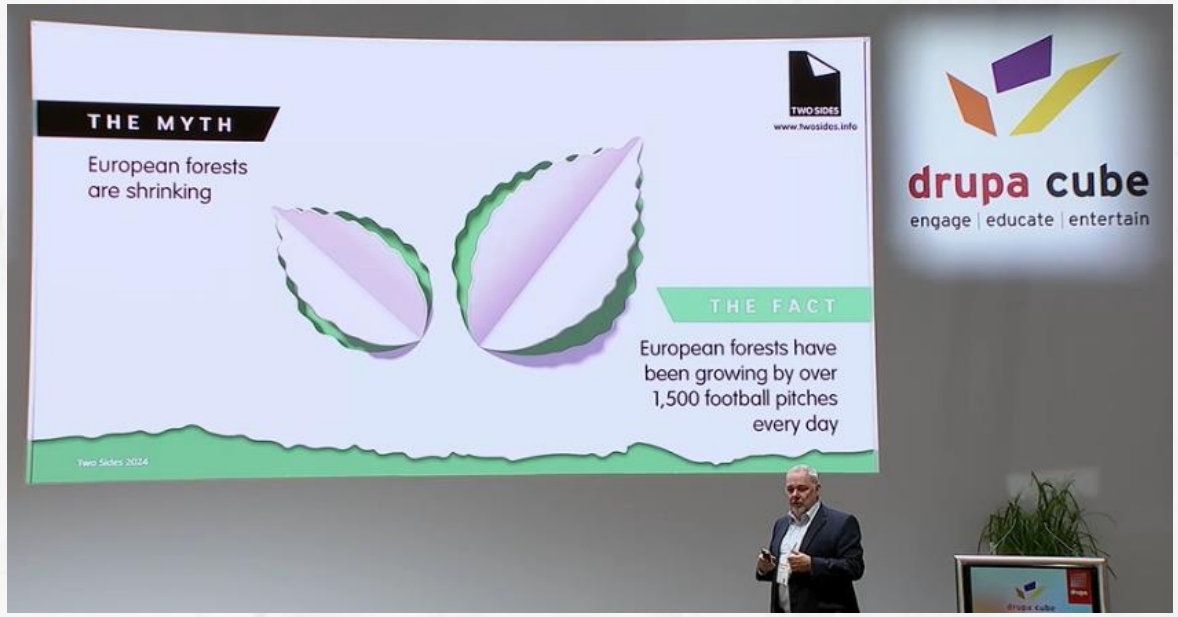
Two Sides Website and Communications Platform

- Library of facts, materials, reports and blogs relevant for the industry to use
- Specific knowledge areas for graphic paper and fibre-based packaging
- Updated regularly to ensure the messages are current and accurate
- Single European website with AI auto-translations



www.twosides.info

We Can Help With Events And Training







THE Print Show
NEC BIRMINGHAM | HALL 17 | SEPTEMBER 20-22 | 2022



ECMA CONGRESS
Krakow, Poland
15 & 16 September 2022



webinar
Discover Forests, Sustainability and Paper

THE NAVIGATOR COMPANY
Sponsored by DISCOVERY Eco-efficient Paper
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Together we must tell the great story about print media, paper communications and paper packaging

Jonathan Tame – Managing Director

Jonathan@twosides.info