



Paper Industry Gold Medal Award Two Sides and Print Power – Current Projects and Future Objectives

Martyn Eustace, Director, Two Sides & Print Power



www.twosides.info



Do any of these things make you cross?

- When you receive communications from your bank or other service providers that tell you that they're going paperless to save trees and the environment and that going digital is much more sustainable?
- When a child or grandchild who comes home from school and tells you that the teacher says that paper is 'really bad'?
- When all mail is referred to a 'junk'?
- When you can't get your mobile boarding pass because your phone battery has died?
- When you hear the throwaway comment about the launch of a new best seller book, (yes they're still popular), that, 'there goes another rain forest'?

Well, and at the risk of being seen as an irascible Victor Meldrew, these things annoy me and fortunately many others. And that was the start of the Two Sides campaign.

The reality is that these sort of statements are usually incorrect and not backed by any evidence. After challenging over 100 major companies in the UK we have successfully managed to get 92% of such statements removed from their websites and correspondence. So it's relatively easy to change false statements, but how do we change the public perception of a wasteful and unsustainable industry?

80% of UK consumers think that using paper is contributing to the loss of rainforests and 60% think we only recycle about 25% the paper and board we use, (the European recovery rate is about 72%).

Let me tell you more about 'Two Sides' and its sister campaign 'Print Power'.

Two Sides is a global initiative promoting the sustainability and attractiveness of paper by companies from the Graphic Communications Industry including Forestry, Pulp, Paper, Inks and Chemicals, Pre-Press, Press, Finishing, Publishing, Printing, Envelopes and Postal Operators. Our membership is expanding across Europe, currently 11 countries, and also in the US, Australia, South Africa, Brazil and Colombia, where Two Sides has now become established.

Since 2008, Two Sides has been uniting the whole of the print media value chain who realise that, by working together, we can develop positive messages and materials about the sustainability of our industry.

Sustainability is now an accepted and fundamental part of corporate strategy and there is an appetite by our industry to understand all the environmental issues which impact on our industry.

The 'Two Sides' initiative promotes the facts about print media's sustainability in a clear and concise manner; exploding the myths and setting out the facts.

Our 'No Wonder You Love Paper' advertising campaign, has secured over £7.0 million of support so far from major magazine and newspaper publishers all over Europe in the form of free advertising space. The adverts educate consumers about the positive environmental facts of paper.

We conduct consumer opinion research to test the changing attitudes of consumers towards print media, and evaluate the success of our campaign in changing these attitudes.

Our well-known *Myths and Facts* booklet is in its 8th edition. With multiple languages and numerous personalised versions, this simple tool spreads the sustainability facts about print and paper to an ever-widening audience. For example, did you know that European forests, where 94% of paper is sourced from, have grown by 30% since 1950 and now cover 44% of the European land area. This is equivalent to a growth of 1,500 football pitches every day, an area four times the size of London. As young forests grow they vigorously absorb CO₂ from the atmosphere and continue to store this carbon throughout their lifetime.

Two Sides newsletters, promoting the sustainability of print, are now sent to 50,000 people globally every month and our websites receive over 10,000 visitors every month.

Our 'anti-greenwashing' campaign continues, frequently tackling misleading information and statements from organisations, particularly public utilities, who state that receiving information by non-paper means is more environmentally friendly. So far our success rate in the UK has been 92%, and globally 70%.

We have now expanded our reach and work with postal operators, discussing ideas for active promotion of mail to consumers and legislators and we have undertaken consumer research that provides insight into consumers' right of choice to receive paper-based mail.

All these elements coupled with verifiable research has resulted in Two Sides becoming a global resource for the industry and being credibly treated and engaged by NGOs and industry bodies who see we are a credible organisation with well-balanced and authoritative messages.

But what about print as a channel for advertising?

It's vital that we ensure a place for print media in an increasingly Digital World!

The printed word on paper has been around for almost 2000 years yet, for this ubiquitous product in our daily lives, its raison d'être is being questioned. Some would argue that, except for the most cherished of documents, there are better ways to store and communicate information. Others, that marketing and advertising is much cheaper on-line and quicker to get the message to the consumer.

So, when many today question the future of print and paper,

it's vital that our industry promotes print media's unique benefits: its engaging tactile qualities, its ability to hold attention and how, for advertisers, it can deliver a proven and high ROI (return on investment).

So today what's the bottom line for print?

While print has many fans in the marketing, advertising and media industries, whether it receives the same budget in an integrated multichannel campaign as other platforms such as tv, radio, web, email, mobile and social media will come down to ROI – in other words, its effectiveness. And for many brands, the allure of cheaper, fashionable digital communications will often win out at a time when budgets are squeezed and the pressure for quick results is increased.

However, with more and more studies and reports about the highly effective nature of print marketing emerging, marketers are starting to realise that print has lost none of its ability to turn consumer interest into sales. If anything, digital printing, greater creativity and a wider choice of papers and finishes have meant that print is increasing its effectiveness, especially when combined with other media in a multichannel campaign.

And some marketers are moving from online to print!

An important indication of the effectiveness of print can be seen in the amount of online brands turning to it for their marketing communications. When online fashion retailer Net-A-Porter announced the launch of their new print magazine, *Porter*, the company's founder said: "I know it sounds crazy, but we're a multimedia company. And, in the same way that you have to have a Facebook page and an Instagram account and be on mobile and have a website, you also need to be in print."

Porter is one of the higher-profile examples of a growing trend: internet-based brands turning to print to engage with their existing customers, generate new ones and sell more product. The magazine uses interactive technology to allow the reader to view and buy featured products, visit featured brand's websites, view exclusive video content and use a VIP concierge shopping service by scanning the page via the Net-A-Porter app.

But it's not just fashion that's feeling the positive effects of print's high levels of credibility and trust. Other traditional online brands are journeying into print and even Google, the world's biggest internet company, turned to print to communicate with some of their hard-to-reach business customers. Billed as "a breathing space in a busy world", Google's *Think Quarterly* publication was conceived as a lean-back publication for the search company, extolling the virtues of print and encouraging the exchange of ideas within a community of high level executives.

And what is Print Power doing to get all these positive messages into the world of media?

We now issue an information-packed bi-annual magazine to over 70,000 key European media decision makers in 10 languages. The magazine uses the positive experiences of major brands who use print regularly, and the opinions of respected thought leaders, to get across the clear facts of print media's effectiveness. All this is backed by regular newsletters and communications from a multi-language website.

So, print has a place in modern marketing, but it needs to be fought for!

If you were to invent the ideal communications medium for the modern consumer, you would have to take a number of things into consideration. It would have to be light, flexible, portable, recyclable, able to express colour in fine detail, and have a satisfying, tactile nature that felt good in the hand. Something, you

might say, a little like print.

Print and Paper has been around, in its modern form, for more than four centuries. Of course, the world has changed over those four centuries and, arguably, it's changed the most over the past decade for the communications industry. But what hasn't changed is the natural appeal of print and its power of engagement, gaining a consumer's trust and attention in a way that's still unmatched by other media along with its unique sustainable qualities.

We know this, but part of our responsibility, and for all those involved in the industry today, is to actively participate in campaigns like Two Sides and Print Power and share the responsibility to tell the world about our great sustainable, attractive and effective products.

The future for Two Sides and the great opportunity for paper and board to gain its share of packaging materials

There is an increasing realisation that paper and board packaging can be a highly sustainable way to protect and, with imaginative print and design, be a highly effective promotional material. Of course, it is not suitable for all applications but new recyclable barriers and innovative coatings are creating fantastic opportunities for paper and board to replace many other less sustainable materials.

Two Sides will play its part in bringing these innovations to public and commercial attention and has already embarked on research and fact gathering which, as usual, will form the basis of campaigning. Watch out for news!

Two Sides draws together all the great research done by the many associations and organisations which represent our industry. Our skill is to draw all the facts together, simplify and amplify them and then ensure that we deliver them to the widest possible consumer and business audience.

There's more to do but, with always a public focus on the environment, no better time to do it!

DITP
Društvo inženirjev in tehnikov
papirništva Slovenije
Pulp and Paper Engineers and Technicians
Association of Slovenia

Gospodarska
zbornica
Slovenije

Združene slovenske papirne industrije
Slovenian Chamber of Commerce and Industry - Paper Association

FIRST ANNOUNCEMENT AND INVITATION FOR AN ACTIVE PARTICIPATION
at the 4th International Meeting of Slovene Paper Industry under the heading
**"COLLABORATING. NETWORKING. SHAPING TOGETHER
... OUR FUTURE"**
22 – 23 November 2017 | Golf Hotel, Bled, Slovenia

Presentation areas agreed to date include:

Future Processes and Products	Collaboration in Advanced Papermaking
Networking for Efficient Management	Digitizing the Paper Industry
Shaping the Circular Economy	

Supplier companies participating include:
ABB, ACA RoQ, Andritz, AS Drives, Bellmer, C&G, Grebien Qualifiber, Kemira, Kolektor Sisteh, Nopco, Papertech, Siemens, SKF, Valmet and Voith.
University: Braila, Dresden, Dunaj, Galati, Graz, Ljubljana, Mariboru.