

Two Sides and Print Power

Rubicon Network

Rubicon Network, 5th March, 2013

Print and Paper
have a great
environmental
story to tell



www.twosides.info

Communication

PRINT IS EFFECTIVE



Print Power will demonstrate to media-mix decision makers the effectiveness of printed media as a vital channel for marketing and advertising. Famous brands and eye-catching media adverts will be used to prove the effectiveness of print media in newspapers, magazines, direct mail, brochures, catalogues, folders, corporate reports and general business communication.

Communication

PRINT IS SUSTAINABLE

Print and Paper
have a great
environmental
story to tell



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Two Sides promotes the responsible production and use of print and paper and dispels common environmental misconceptions by providing users with verifiable information on why Print Media is an attractive, practical and sustainable communications medium

Anti print and paper messages still surround our industry



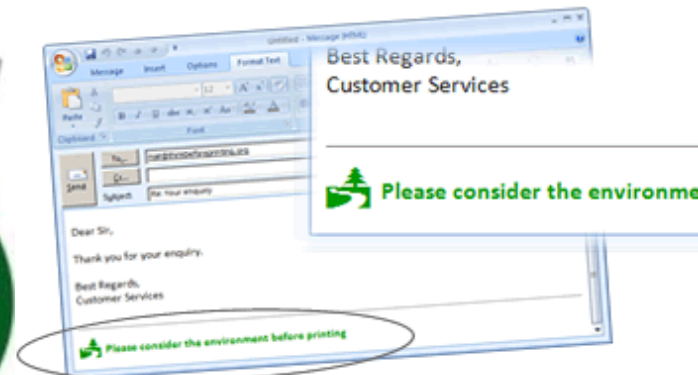
Promoting
Electronic
Billing,
Statements,
& Payments.

Switch to paper-free billing

Switch to paper-free billing to stop your paper bill.



Save trees, save paper



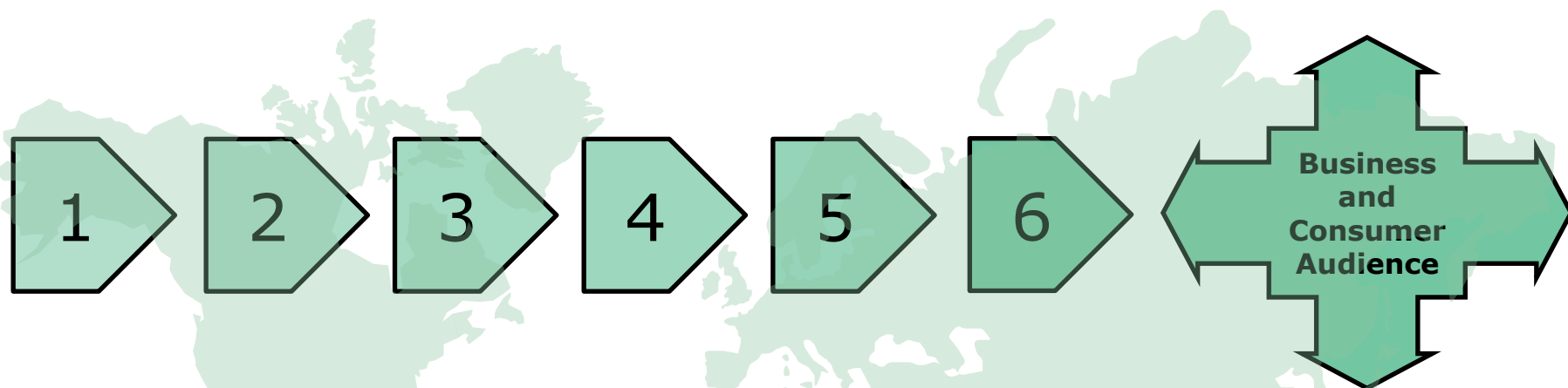
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have a great
environmental
story to tell



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Two Sides Worldwide Partners



1. **Pulp & paper production** AF&PA, APIA, CEPI, Eurograf, EPIS, TAPPI
2. **Paper and equipment distributors** EUGROPA., GAMAA,, GASAA, NPTA, Picon
3. **Printing** ERA, EPE, INTERGRAF, PIA, PIAA, VDMA
4. **Publishing** ACA, ACMA, EMMA, FIPP EPC, WAN-IFRA, INMA, Fedma
5. **Envelopes** EMA, FEPE,
6. **Postal & distribution** PostEurop, IPC, Distripres

The 'Two Sides' initiative tells the story of Print and Paper in a straightforward and honest way:

- Tackling the environmental arguments head on
- Balanced approach
- Factual and Authoritative
- Exploring the Myths
- Setting out the Facts

The paper industry has a great environmental story to tell

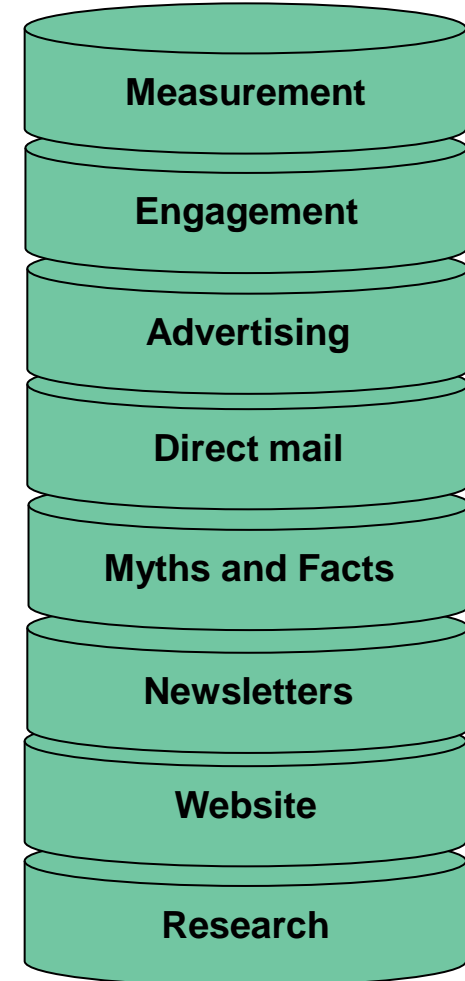
Two Sides will set out the facts, such as, (European example):

- Only about 11% of the timber harvested worldwide is used directly by the pulp and paper industries. Fuel and timber are the main users
- The European paper industry sources more than 80% of its wood and its wood pulp from within Europe and the total area of European forest is now 30% larger than in 1950 and increasing by 1.5 million football pitches each year
- 68% of paper is recovered for recycling in Europe
- 54% of the energy consumed by the European Industry originates from biomass

Every region has its own surprising facts and figures!

The 'Two Sides' campaign

Communication flow



Consumers' Environmental Perceptions of Print & Paper

Consumers prefer paper and see it as a sustainable way to keep records

Consumers like paper, particularly the younger generation!

- ➔ 80% prefer reading from paper, (83% of 18-24 yo)
- ➔ 74% believe that paper is more pleasant than other media, (78% of 18-24 yo)
- ➔ 54% agreed that paper records are more sustainable than electronic storage, (57% of 18-24 yo)



A multi country survey commissioned by Two Sides, September, 2011
Not for distribution outside of the Print Power/Two Sides organisation

Print and Paper
have a great
environmental
story to tell

Rubicon N



Two Sides is an industry initiative
to promote the responsible use of print
and paper as a sustainable product and
natural carbon business medium.

Print and Paper.
The environmental
facts may
surprise you



Print and Paper
have a great
environmental
story to tell



www.twosides.info

The 'Two Sides' campaign

Resources-laden websites at the centre of the campaign.
7 sites, 5 languages, 5000+ visitors a month.

The screenshot displays the homepage of the 'Two Sides' website. The top navigation bar includes links for Home, Myths & Facts, Membership, Resources, Contact Us, and News. A secondary bar on the right contains links for Welcome, Logout, Change password, and Choose your country, accompanied by a UK flag. The main content area features a large banner for 'Forests in EU countries are growing and cover 42% of the total land area' with the 'TWO SIDES' logo and the URL 'www.twosides.info'. Below this, there are social media icons for LinkedIn, Twitter, and Facebook. A speech bubble graphic contains the text 'I need information on emerging sustainability issues'. The page is organized into several columns: 'About Two Sides' with a forest image, 'Get The Facts' with a forest image, 'Exploding The Myths' with a pile of logs, and 'Case Studies' with a bar chart. The 'News' section on the left includes a photo of a man and a headline about sustainable communications. The 'Questions & Answers' section features a 'More Q & A's' link and two entries with dates and text. The 'Member Benefits' section describes the advantages of membership. The 'Video and Audio Library' section highlights the largest selection of audio and video content. At the bottom, there are sections for 'The 5 Latest' (The Digital Dump, Tracking Illegal Electronic Waste) and 'Top 5' (Wood, The Most Natural Resource). A 'Join Now' button is prominently displayed. The footer includes the website URL 'www.twosides.info'.

Home Myths & Facts Membership Resources Contact Us News Welcome Logout Change password Choose your country

Forests in EU countries are growing and cover 42% of the total land area
www.twosides.info

"I need information on emerging sustainability issues"

About Two Sides Get The Facts Exploding The Myths Case Studies

News Questions & Answers Member Benefits Video and Audio Library

We invite you to explore our site to gain a better understanding of why print and paper remains a versatile, sustainable communications medium. We strive to be balanced, reflecting views which may not always be those of Two Sides' members or the site administrators.

Walk through the forest and see sustainable forestry being managed in harmony with nature. [Click to view](#)

More News

08/09/2011
Green Mill Index launched for the pulp and paper industry

More Q & A's

16/06/2011
is there any informative print material i can order free from this website, facts figures, etc. that is... by the way, the interactive forest site is great... i started exploring it with my son 4 he is highly interested greetings

15/06/2011
I have just read your report called Print is Green! would love to be able to share this via my social media networks and blogs, but it lacks real information and case studies and I don't want to buy the research book.

Join Now

Create your own Sustainability Dashboard

The 5 Latest
The Digital Dump, Tracking Illegal Electronic Waste
 Where does our electronic waste go? It's the fastest growing... [More](#)

Top 5
Wood, The Most Natural Resource
 Washington's forests in the US are explored as an example of... [More](#)

www.twosides.info

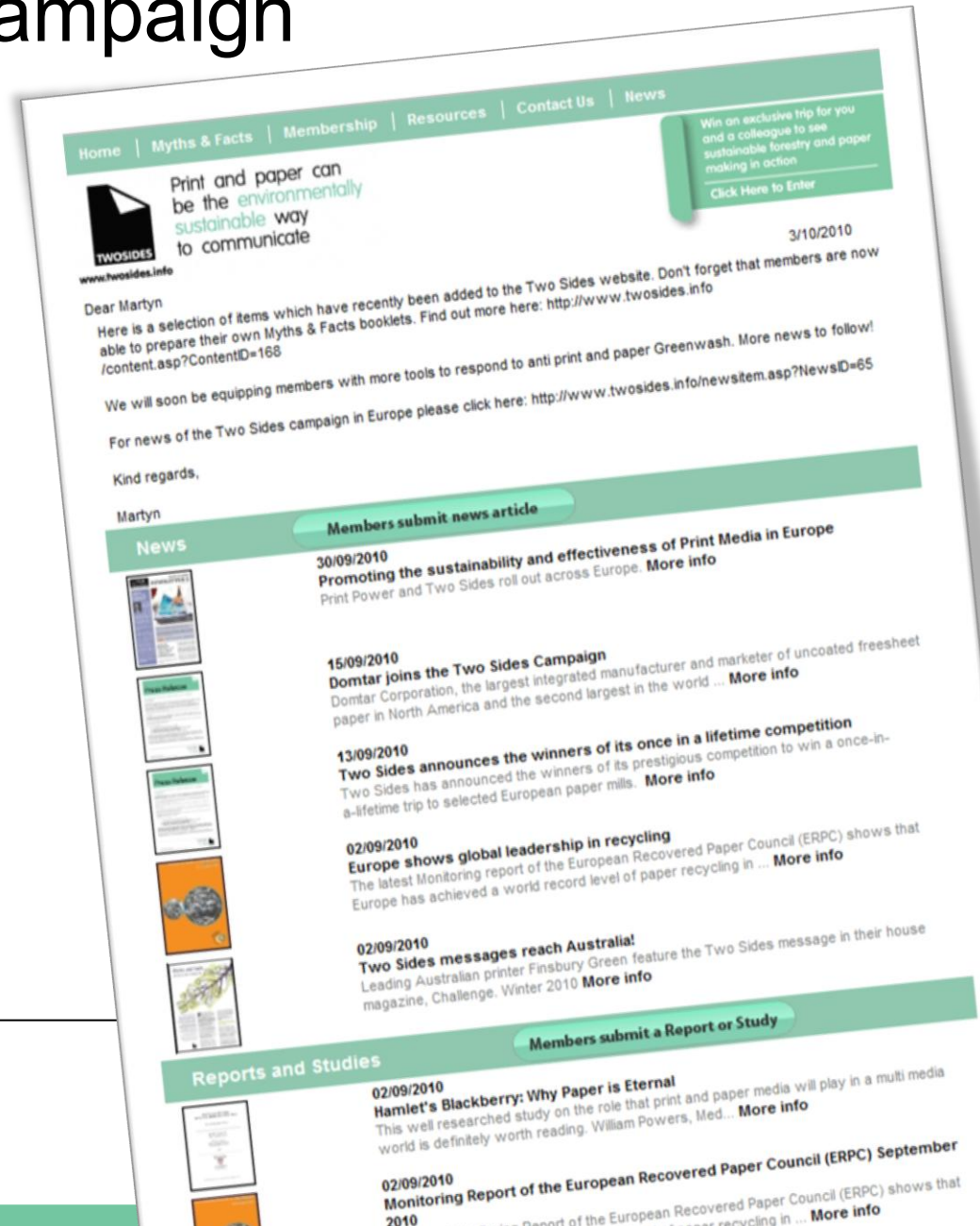
The 'Two Sides' campaign

'Two Sides' Newsletters

Communicate to members and all site registrerees.

All new website content sent to database c.2,000 contacts

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'Two Sides', Myths and Facts Booklet

Personalisation possible for all members



Multi-language, flexible format, regionally adaptable.
Mills, Merchants, Printers and Publishers have all
done versions.

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environmental
story to tell



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‘No wonder you love paper’

Campaign focuses on two simple facts

Did you know that forests in Europe, which provide wood for making into paper and many other widely used materials, are 30% larger than in 1950? In fact they're increasing by 1.5 million football pitches every year.[†]

If you love reading your favourite newspaper, isn't it good to know that it's made from natural and renewable wood.

[†]World Forest Resources, 1953 and UN FAO Global Forest Resources Assessment, 2010

Did you know that almost 70% of paper across Europe is collected and recycled? In fact it's one of the most recycled materials of all.[†]

Magazines are printed on paper from natural and renewable wood which is all good to know if you love reading your favourite magazine.

[†]Monitoring Report of the European Recovered Paper Council, (ERPC), 2010

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'No wonder you love paper'

UK Advert examples



QR codes lead to video and consumer website:

- Quizzes
- Competitions
- Facts

- Talk directly to consumers
- Build on research showing consumer preference for paper based media but concerns about forest loss and poor recycling rates

‘No wonder you love paper’

Imagery can change but style is consistent across European markets



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'No wonder you love paper'

adverts can be targeted at different audiences

CRADISON PLAYING Image 1 / Audience 2

100% creative 30% more forests



No wonder
you ♥
paper

Did you know that forests in Europe are 30% larger than in 1950? In fact they're increasing by 1.5 million football pitches every year.

There's nothing like paper for fun and creativity. It's also made from natural and renewable wood which is all great news if you love paper's unique ability to engage and inform.

To learn how sustainably recyclable print on paper can be, visit www.twosides.info

 Print and Paper have a great environmental story to tell



Two Sides is an initiative of the European Paper and Paperboard Industry Association (EPIA). It is a not-for-profit organisation that promotes the sustainable use of paper and paperboard products.

© 2012 EPIA. Development of Two Sides by Rubicon Network.

CRADISON READING Image 2 /

100% imagination 70% recycled



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paper

Did you know that almost 70% of paper across Europe is collected and recycled? In fact it's one of the most recycled materials of all.

There's nothing like paper for fun and creativity. It's also made from natural and renewable wood which is all great news if you love the experience of reading your favourite book.

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Print and Paper
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www.twosides.info

'No wonder you love paper'

adverts can be targeted at different audiences

100% more anticipation
30% more forests



No wonder you ♥ paper

Did you know that forests in Europe are 30% larger than in 1950? In fact they're increasing by 1.5 million football pitches every year.

Paper is a powerful communication material and its made from natural and renewable wood. Which is all great news if you need the impact that only printed documents can deliver.

To learn how sustainably ecofriendly paper on paper can be, visit www.twosides.info

Print and Paper have a great environmental story to tell

Two Sides is an industry initiative to promote the responsible use of paper and paper into fully recycled and sustainable communication solutions.

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100% creative
70% recycled



No wonder you ♥ paper

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Mainstream national newspapers

ALLISON PEARSON
Who on earth is this
Kim Kardashian?
Features page 25



PETER OBORNE
Osborne must choose
between his two jobs
Leadership page 15



HENRY WINTER
England are ready to
banish their penalty
demons
Sports page 10

The Daily Telegraph

Thursday, June 21, 2012

Two thirds of doctors in retreat from strike

Medics reject industrial action
in face of growing public anger

By Rebecca Smith and Elizabeth Ward

Support for the nation's doctors' strike has collapsed since it began after a poll of 10,000 people found that only 10 per cent of the public would support the action. The poll, conducted by the British Medical Association (BMA), found that 70 per cent of the public would not support the strike.

In May, the BMA's poll of 10,000 people found that 70 per cent of the public would support the strike. But the new poll, conducted by the BMA, found that only 10 per cent of the public would support the strike.

had started. Despite the fact that the strike would be a "one-day" event, the poll found that only 10 per cent of the public would support the action.

The poll, conducted by the BMA, found that 70 per cent of the public would not support the strike. The poll was conducted by the BMA, which is the professional body for doctors in the UK.

A survey of 10,000 people found that only 10 per cent of the public would support the strike. The poll was conducted by the BMA, which is the professional body for doctors in the UK.

A roar of r

100% more informed
30% more forests

No wonder
you ♥
paper

Did you know that forests in
Europe, which provide wood for
making newsprint, are 30% larger than in 1990?
In fact they're increasing by
1.5 million football pitches
every year.

If you live reading your favourite
newspaper, isn't it good to know
that it's made from natural and
renewable wood?



For more information on the benefits of
reading newspapers, visit www.telegraph.co.uk
or call 020 7777 1234

Mainstream national newspapers



The Myths and Facts Surrounding Paper and Printing, September 2011

Mainstream national newspapers

Les Echos

LE QUOTIDIEN DE L'ÉCONOMIE • PARIS 8 JANVIER 2013 11,85 €

Immobilier : baisse des prix inévitable en 2013

Immobilier - Les prix dans l'ancien en baisse

Les transactions en forte hausse en 2012

Source : les chiffres de l'investissement



Neuro-économiste des transactions immobilières

Le marché de l'immobilier en France est en pleine mutation. Les transactions immobilières ont connu une forte hausse en 2012, mais les prix restent en baisse.

Industrie : ces filières qui résistent à la crise

AVANCE L'agro-alimentaire, la pharmacie et l'électronique

Malgré la crise, certaines filières industrielles résistent mieux que d'autres. L'agro-alimentaire, la pharmacie et l'électronique sont parmi les plus résilientes.



L'Etat offre une bouffée d'oxygène au solaire

Delors-Rathenau dévoile un plan pour développer la capacité de production de 2014

Le ministre de l'Énergie a dévoilé un plan pour développer la capacité de production d'énergie solaire en France à partir de 2014.

Ce qui sera Chantal

Chantal

Chantal

Chantal

Chantal

Chantal

Chantal

Chantal

Chantal

Chantal

Chantal

Chantal



10 %

LA CROISSANCE DES INVESTISSEMENTS

Les investisseurs ont augmenté leurs investissements de 10 % en 2012.



La Chine pourrait être mondiale

La Chine pourrait devenir une puissance mondiale majeure.

La Chine a connu une croissance économique remarquable ces dernières années.

La Chine est devenue une puissance économique majeure.

La Chine a une population de plus de 1,3 milliard d'habitants.

La Chine a une économie en pleine croissance.

La Chine a une influence croissante sur la scène internationale.

La Chine a une culture riche et ancienne.

La Chine a une histoire longue et glorieuse.

La Chine a une position stratégique importante.

La Chine a une économie diversifiée.

La Chine a une population jeune et dynamique.

Dans un journal, la seule chose qu'on ne puisse recycler, c'est l'information.



Le papier que vous avez lu est recyclé.

70% des papiers recyclés et recyclés.

Les journaux sont papiers recyclés, l'encre est respectueuse de l'environnement.

Le papier est recyclé.

Le papier est recyclé.

Le papier est recyclé.

Le papier est recyclé.

Le papier est recyclé.

Le papier est recyclé.



Mainstream national newspapers



Business focussed magazines

ULTIMATE ULTRABOOKS
Super-skinny stunners in every price-range

WHAT LAPTOP
TABLET & SMARTPHONE
OCTOBER 2012
www.whatlaptop.co.uk

BIGGEST LAPTOP BARGAINS
Amazing value, big brand machines from Acer, Asus, Samsung & more

Pay-as-you-go mega deals
Fully featured Android smartphones from £99

Best tablets and phones
Definitive reviews of the world's top mobile devices

£159 GAME CHANGER
GOOGLE NEXUS 7
GOOGLE'S FIRST TABLET REVIEWED

DEFINITIVE BUYER'S GUIDE
201 PRODUCTS REVIEWED
✓ THE ONLY GUIDE YOU NEED
✓ ALL THE BEST LAPTOP DEALS
✓ MUST HAVE ACCESSORIES

HOT DEAL!
This portable laptop is only **£239!**

future

100% more informed
30% more forests

No wonder
you ♥
paper

Did you know that forests in Europe, which provide wood for making this paper and many other widely used materials, are 30% larger than in 1959? In fact they're increasing by 1.5 million football pitches every year!

Magazines are printed on paper from natural and renewable wood which is as good to know if you have reading your favourite magazine.

**World Forest Resources, 2012 and FAO
Global Forest Resources Assessment, 2010

To discover some surprising environmental facts about print and paper, visit www.youarepaper.org

Print and Paper:
The environmental
facts may
surprise you



Every issue is an opportunity to promote the responsible use of print and paper as a unique promotional and cultural communication medium.

Young generation focussed magazines



Young generation focussed magazines

ULTIMATE ULTRABOOKS
Super-skinny stunners in every price-range

WHAT LAPTOP
TABLET & SMARTPHONE
OCTOBER 2012
www.whatlaptop.co.uk

BIGGEST LAPTOP BARGAINS
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Definitive reviews of the world's top mobile devices

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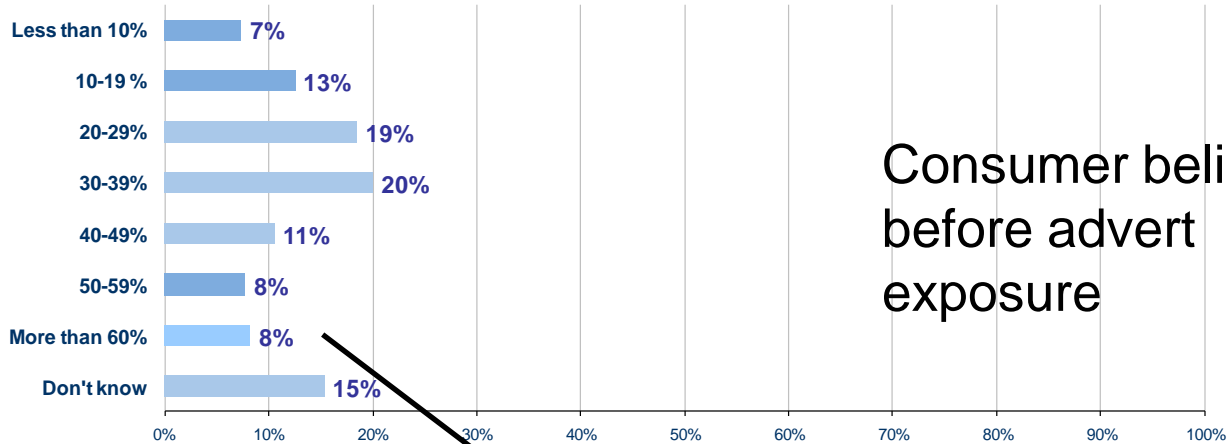
Every issue is an inspiring invitation to promote the responsible use of print and paper as a unique personal and cultural communication medium.

Young generation focussed magazines

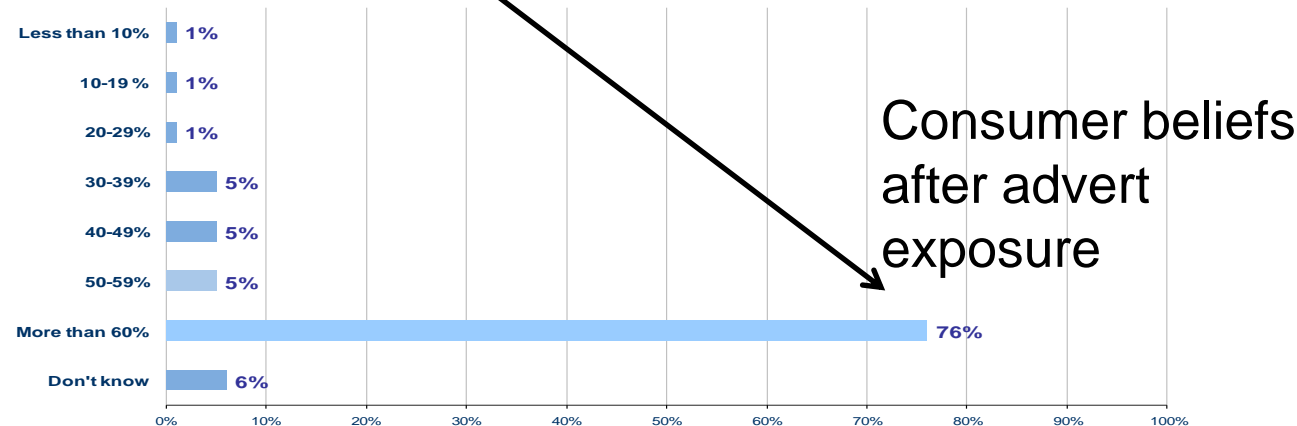


Spanish Post Offices!

Have we influenced the way people feel about the industry's recycling record?



N: 600 ; % Col.



76% now understand that over 60% of paper is recycled, (from 8%)

Rubicon Network, 5th March, 2013

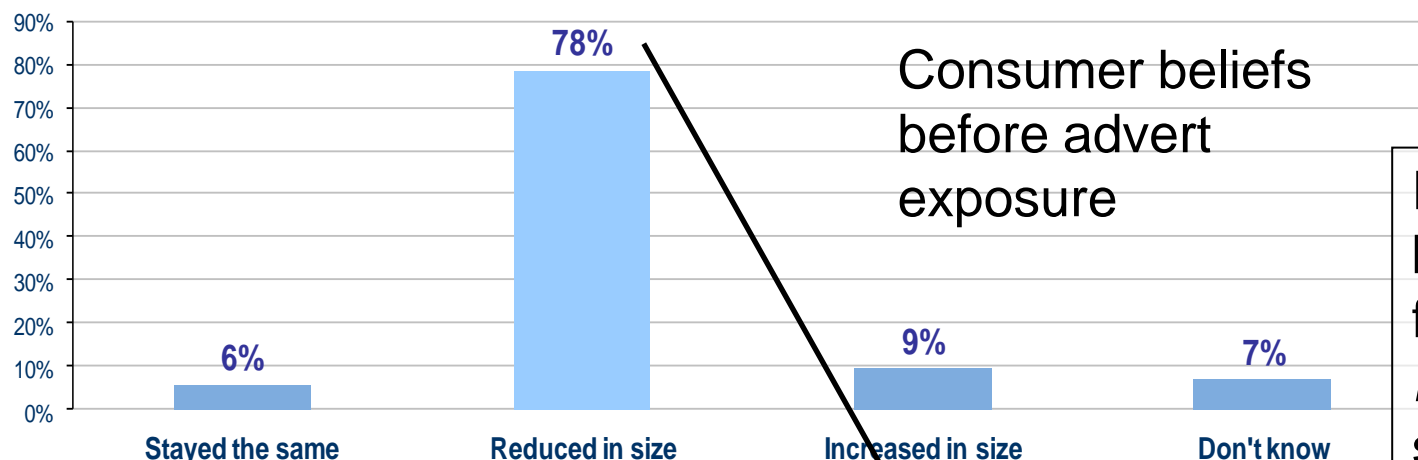
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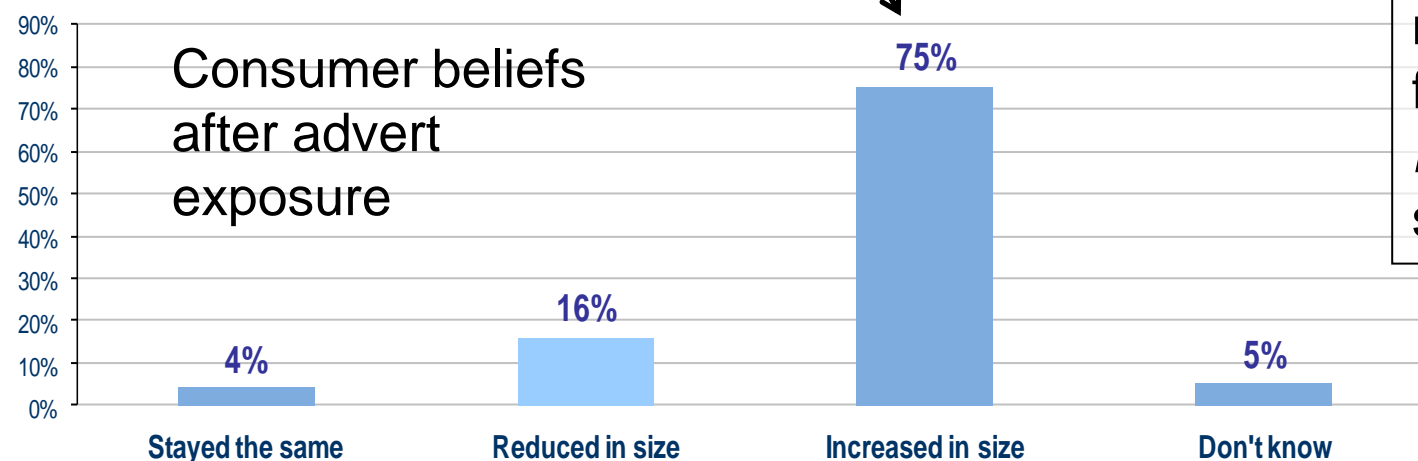
www.twosides.info

Have we influenced the way people feel about the size of Europe's forests?

N: 600 ; % Col.



From 78% believing that forests are *reducing* in size, 75% now believe forests are *increasing* in size.



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Print Power Magazine

The Myths and Facts Surrounding Paper and Printing, September 2011



Print Power Magazine

Effectiveness still - but promoting the ability of print, special finishing and paper choice to enhance the 'look and feel'. Embossed stand out cover in eye-catching envelope.

Issue 4, November 2012

19,000 addressed copies

2,500 to BPIF members, one copy per company

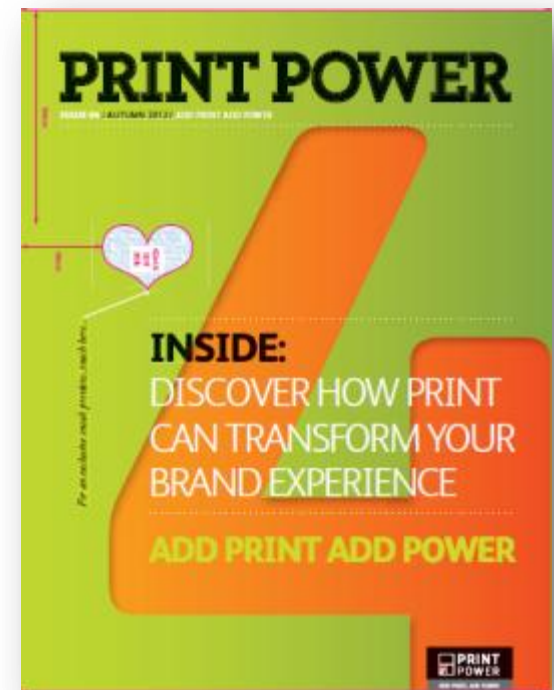
2,800 to BAPC members

280 to IPIA members

125 to PICON members

Invite to agencies and designers to submit their own stories

The Myths and Facts Surrounding Paper



Print Power Magazine

The future?

- The magazine continues to be the focus of the UK print Power campaign.
- Remains important as an must-read print media 'handbook'
- Advertising important for funding
- Additional copies can be produced and mailed on behalf of member organisations. Small charge to cover print and postage
- Next issue April 2013



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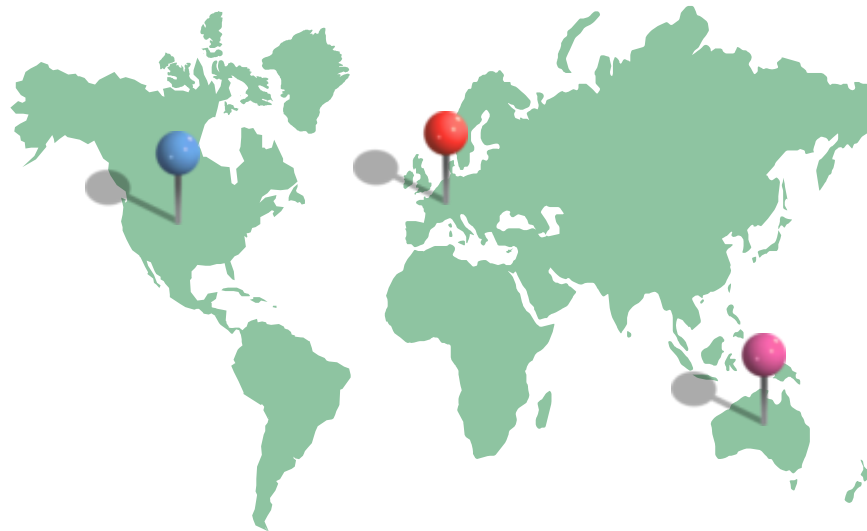


PRINT AND PAPER HAVE A GREAT ENVIRONMENTAL STORY TO TELL

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USA pnr@twosides.us

Australia kellie@twosides.org.au



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