



www.twosides.info



www.lovepaper.org

Print, Paper and Paper Packaging. Effective, Natural and Sustainable

Two Sides

Jonathan Tame – Managing Director

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Consumer Perceptions

64% Believe only recycled paper should be used

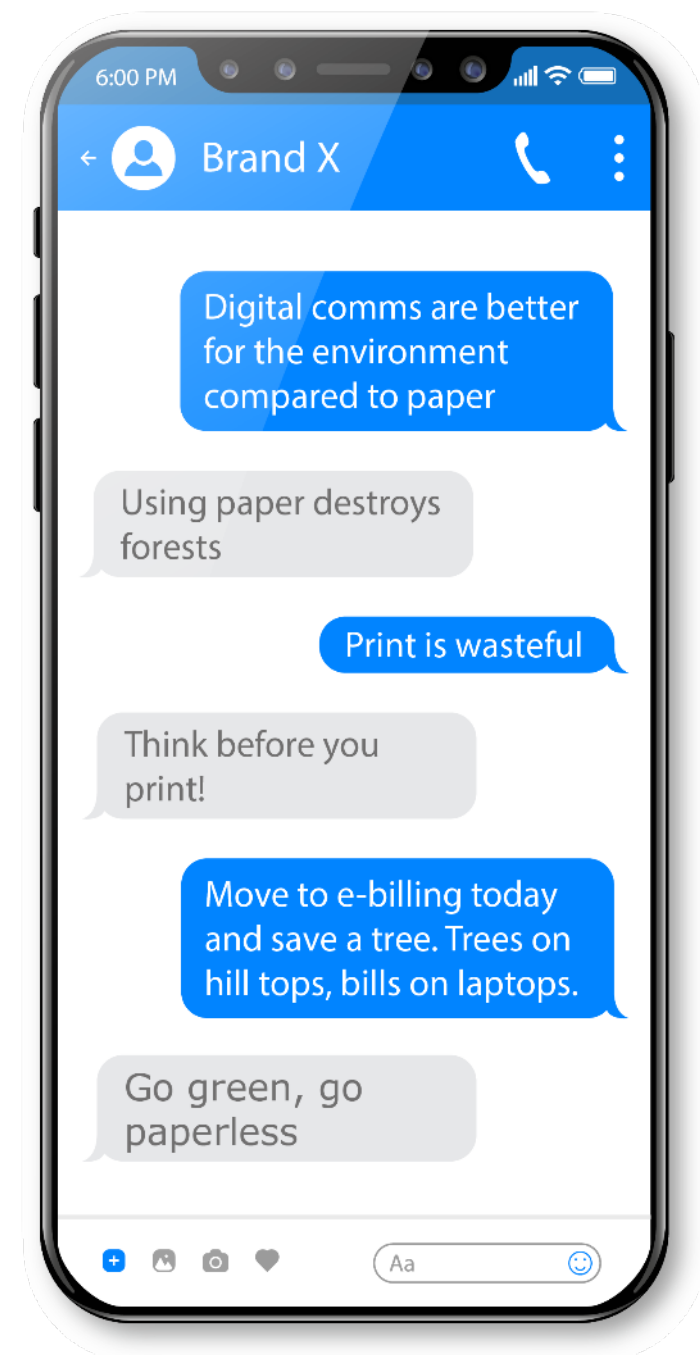
56% Believe European forests are shrinking

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

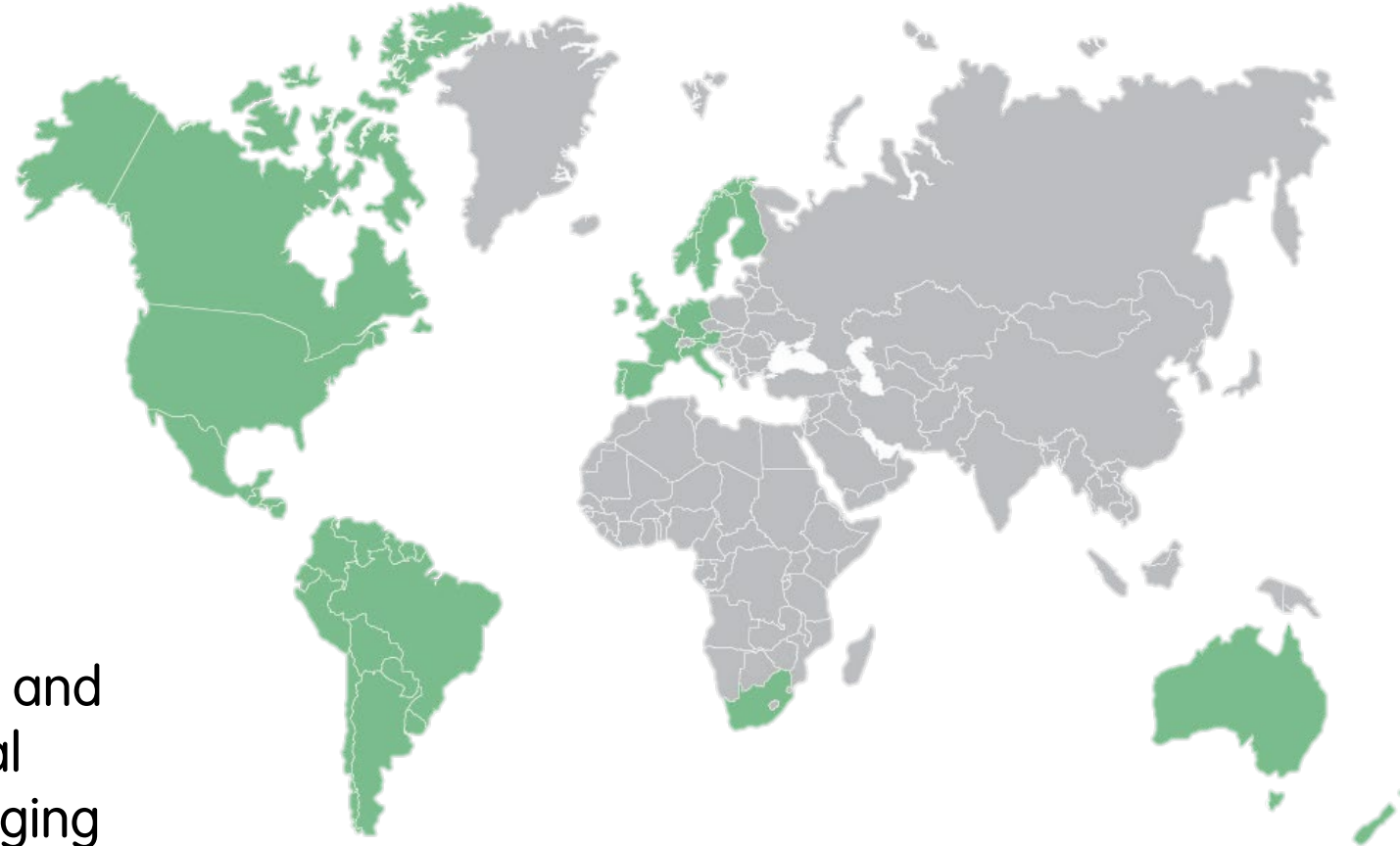


Founded in 2008, Two Sides is a global **not-for-profit**, membership organisation promoting the unique sustainable and attractive attributes of print, paper and paper-based packaging.

600+ members globally

Members include;

Industry associations, paper manufactures and distributors, printers, mailing houses, postal operators, envelope manufacturers, packaging converters, OEMS, creative agencies & brands.



Global Reach

TWO SIDES



Jules Van Sant
Executive Director
Two Sides
North America



Jill Crossley
Director of Operations
Two Sides
North America



Fabio Mortara
President
Two Sides Latin America



**Manoel Manteigas
de Oliveira**
Technical Director,
Two Sides Latin America



Heloísa Vidigal
Marketing Director,
Two Sides Latin America



Jonathan Tame
Managing Director,
Two Sides Europe



Martyn Eustace
Chairman
Two Sides



Kellie Northwood
Executive Director,
Two Sides Australia and
New Zealand



Deon Joubert
Executive Director,
Two Sides South Africa



Europe – Country Managers

TWO SIDES



Martyn Eustace
Chairman



Jonathan Tame
Managing Director
Two Sides Europe



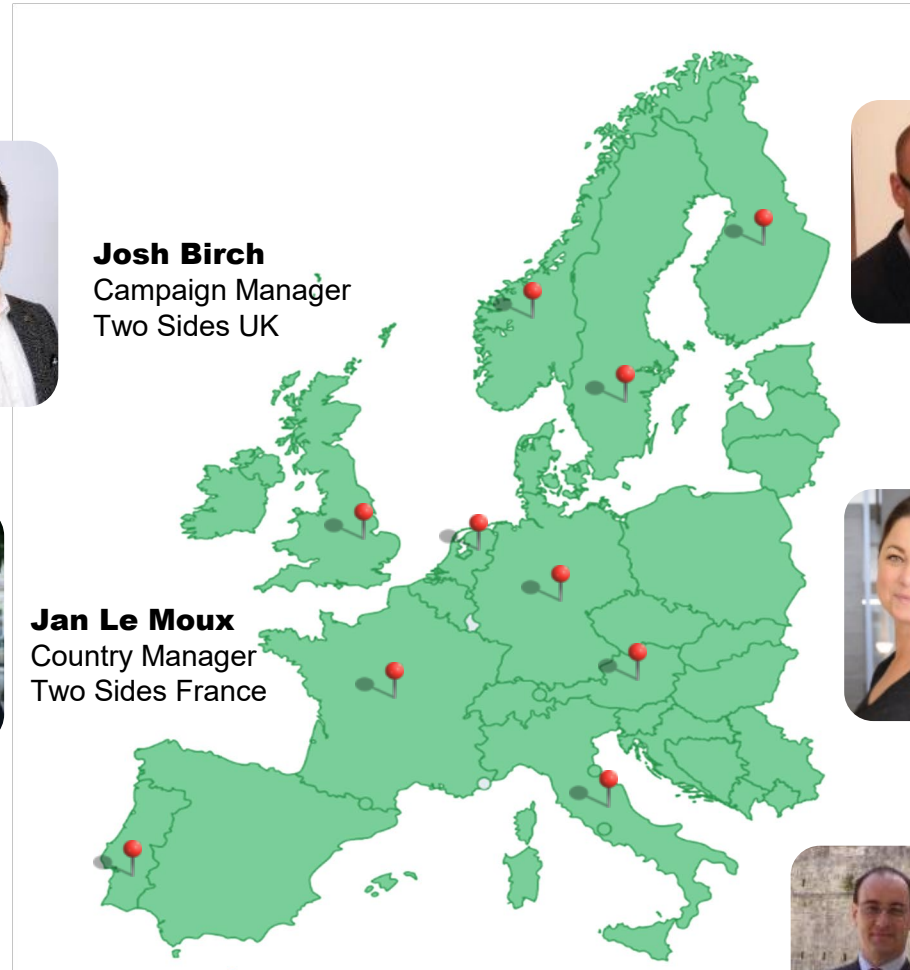
Josh Birch
Campaign Manager
Two Sides UK



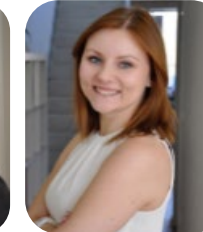
Jan Le Moux
Country Manager
Two Sides France



Pedro Felipe Silva
Country Manager
Two Sides Portugal



Magnus Thorkildsen
Country Manager
Two Sides Nordics



**Naciye Schmidt and
Anne-Katrin Kohlmorgen**
Country Managers
Two Sides Germany



Massimo Ramunni
Country Manager
Two Sides Italy

Two Sides Focus



Tackling
Greenwash



Educating
Consumers



Facts,
Resources &
Information



Two Sides Trend Tracker 2025

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

European Findings



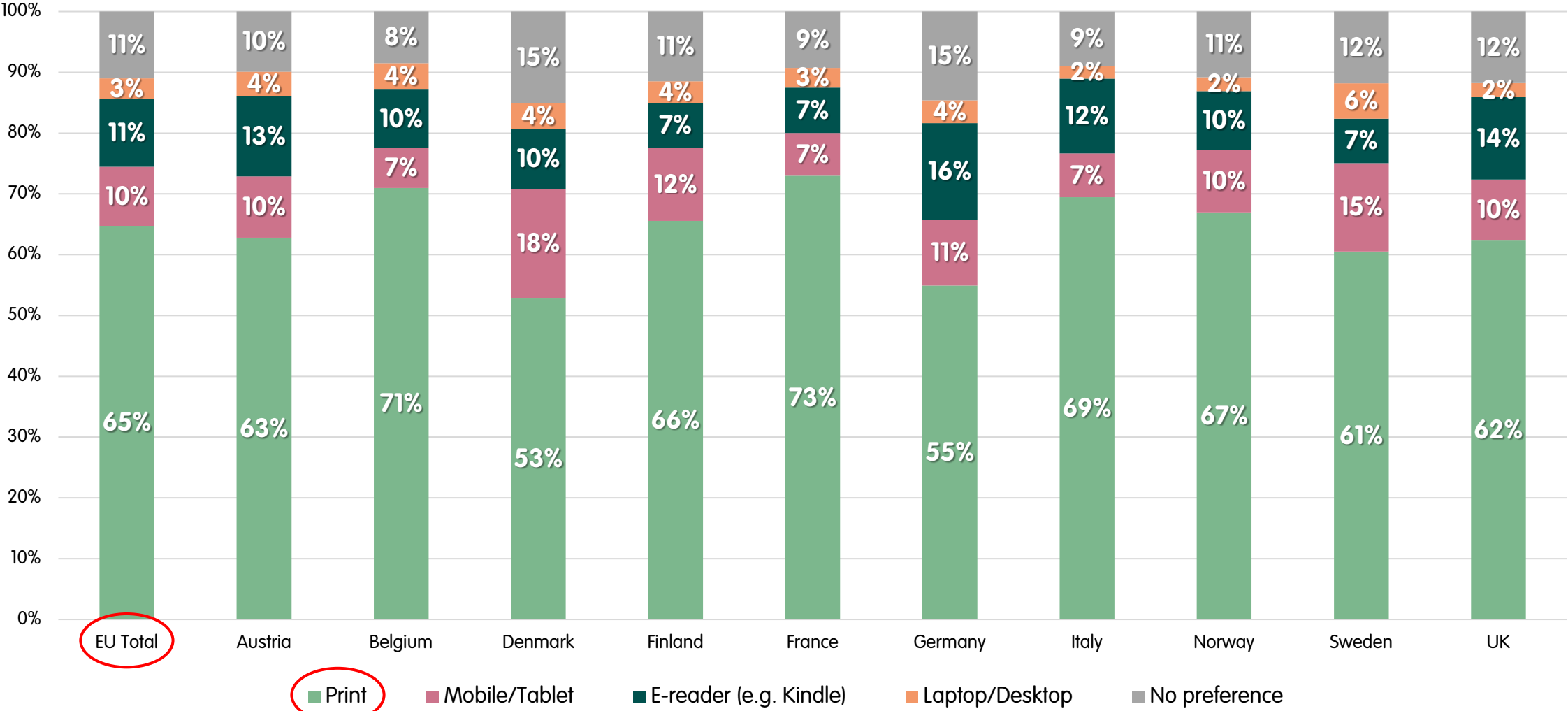
A photograph of a middle-aged Black man with a beard and glasses, smiling while sitting on a light gray sofa. He is wearing a green button-down shirt over a white t-shirt and is holding an open green book. A yellow cushion is visible to his left. In the background, there is a wooden bookshelf filled with books and a small potted plant. A lamp is visible on the far left.

Reading Habits

Understanding consumer preferences towards reading, advertising and digital



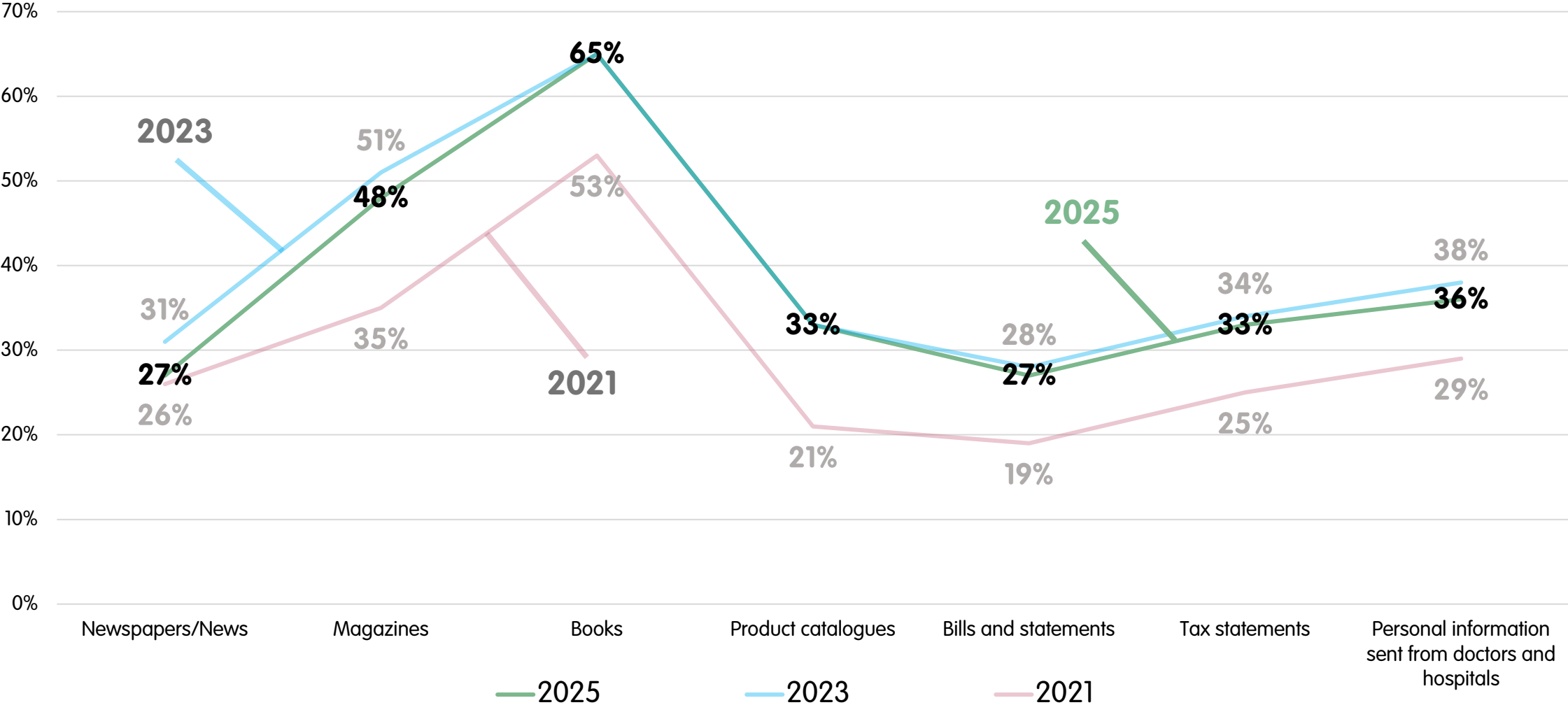
How do you prefer to read or receive... Books





How do you prefer to read or receive...

% of EU consumers who prefer to read in print: **2021 - 2023 - 2025**





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)

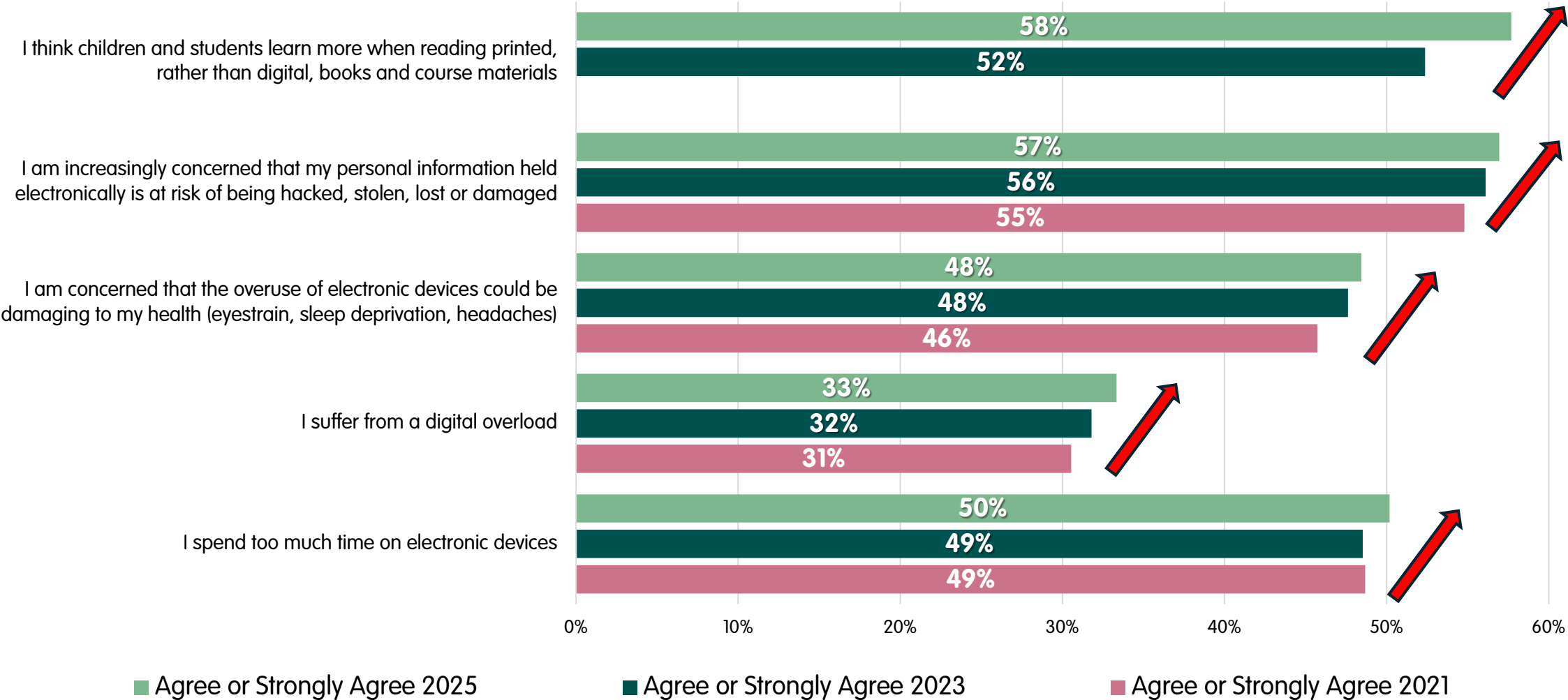


I spend **too much time** on electronic devices



Preferences and Attitudes towards Reading, News and Digital

To what extent do you agree with the following statements:





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



Preferences and Attitudes towards Billing & Statements

To what extent do you agree with the following statements:



Believe service providers are **trying to save costs** rather than environment by switching to digital



Find paper bills and statements, rather than digital, **better for record keeping**



Believe should **not be charged more** for choosing a paper bill or statement



Should have the **right to choose** how they receive communications, **printed** or digital, from financial organisations



Preferences and Attitudes towards Billing & Statements

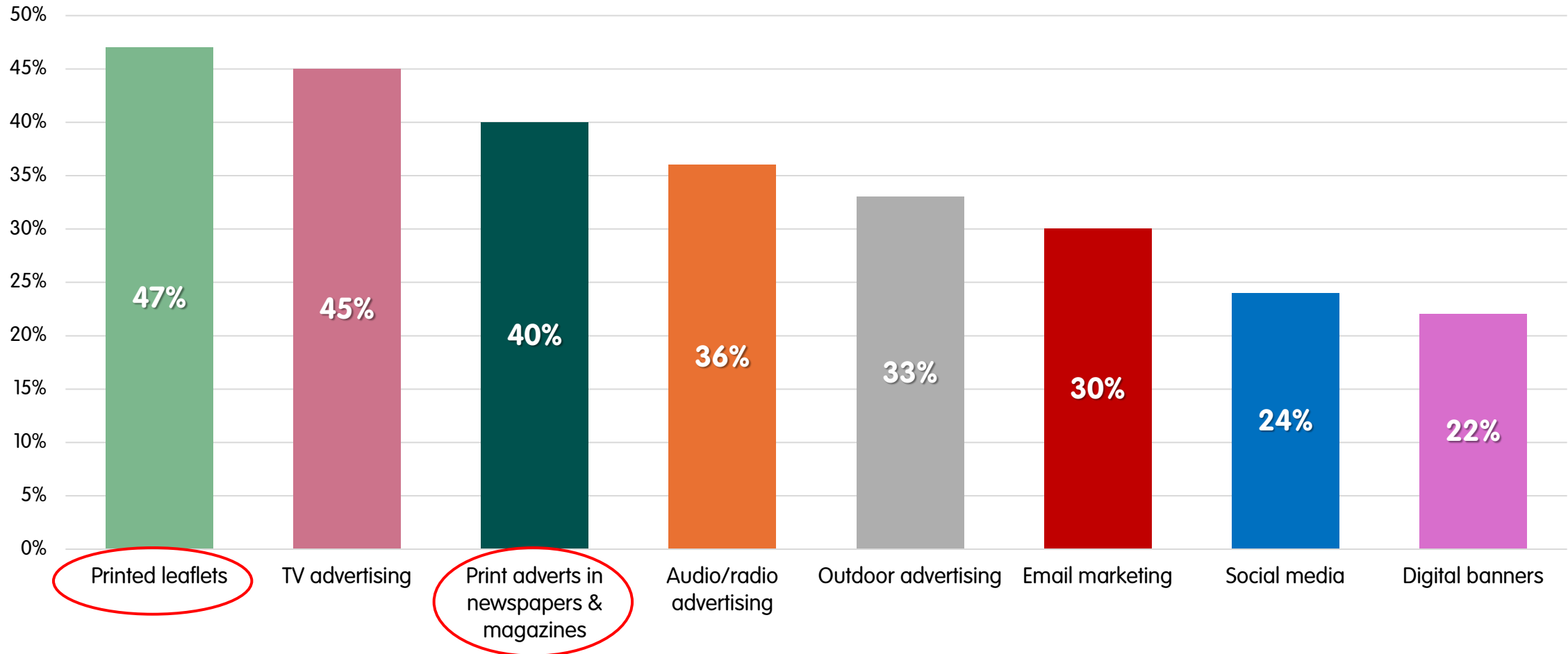
To what extent do you agree with the following statements:





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

Rated Most Trustworthy (4 & 5)



An aerial photograph of a vast, dense forest with many green trees, serving as the background for the text.

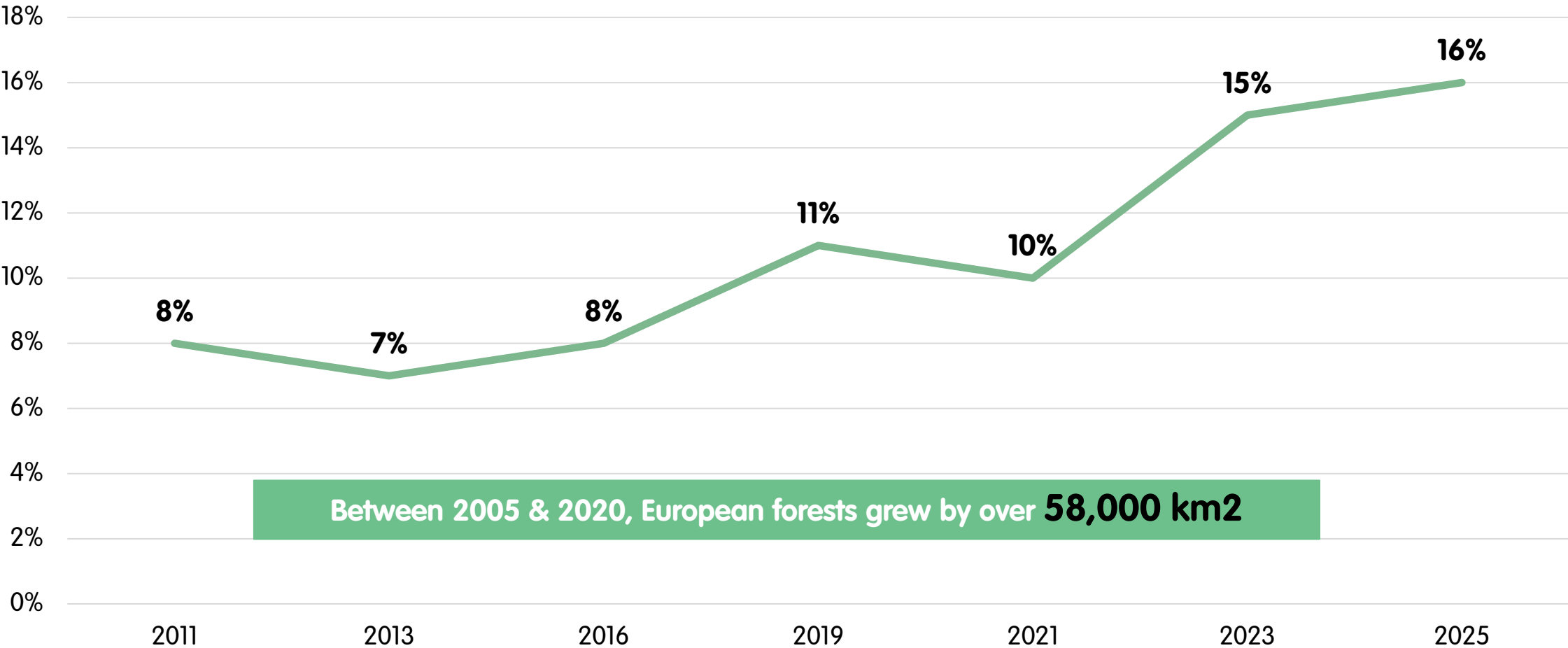
Environmental Perceptions

Understanding consumer attitudes towards media
and the environment



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

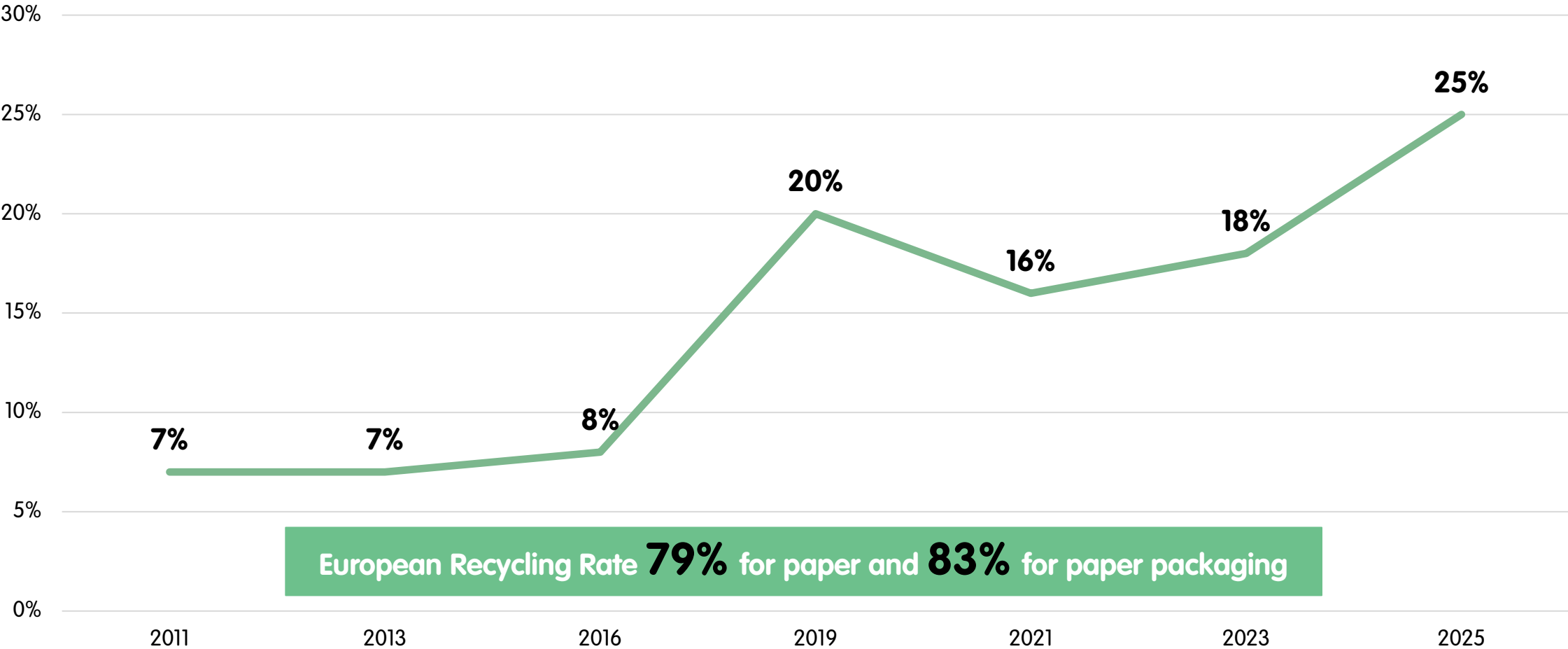
EU Consumers who believe European Forests are growing





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

EU consumers who believe European Paper Recycling Rate is above 60%



European Recycling Rate **79%** for paper and **83%** for paper packaging



Attitudes towards Environmental Impact

To what extent do you agree with the following statements:



Think electronic communication is more environmentally friendly than paper communications



Believe paper and paper packaging are a wasteful product



Think only recycled paper should be used



Believe paper and paper packaging are bad for the environment

A woman with dark, curly hair is sitting on a grey couch, smiling as she opens a cardboard box. She is wearing a white t-shirt and a necklace with a small red pendant. The background shows a white shelving unit with various decorative items, including a potted plant and a clock. The scene is brightly lit, suggesting a sunny day.

Packaging Preferences

Understanding consumer preferences towards packaging



Paper Packaging The Preferred and Sustainable Packaging Choice

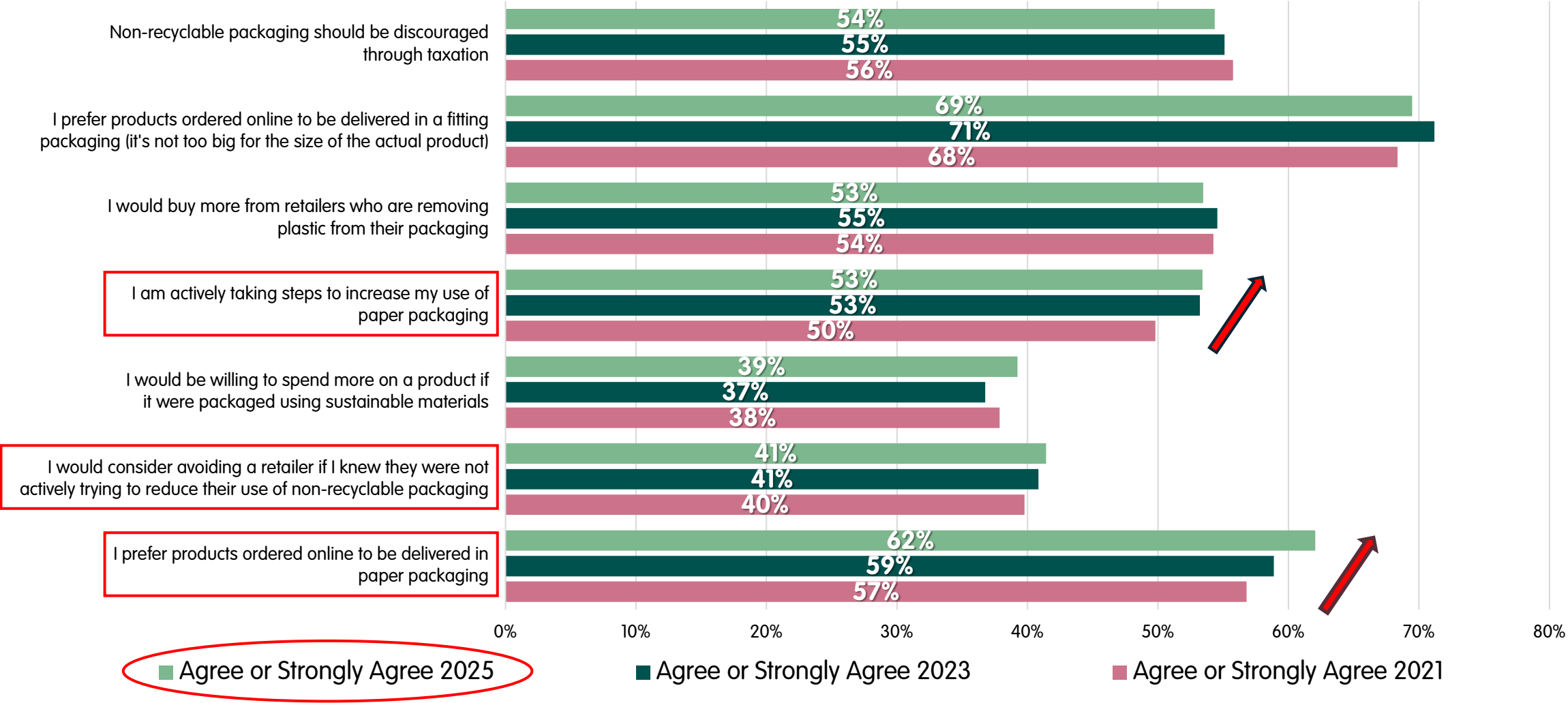
Consumers were asked to choose their preferred packaging material based on a range of environmental, visual and physical attributes

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.



To what extent do you agree with the following statements?



Conclusions

- Consumer 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
- The 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**

TWO SIDES



Trend Tracker Resources

- Download the free 4-page headline summary and register interest to access
- 16-page Executive Report
- Detailed PowerPoint 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

About the Survey



The Complete Research Data in PowerPoint



- PowerPoint with slides, graphs and images for use
- The full analysis has been completed at European and Country level
- Separate documents available for Argentina, Australia, Brazil, Canada, New Zealand, North America, South Africa



About the Survey

In January 2025, a global study of 12,400 consumers was commissioned by Two Sides and conducted online by independent research company, Toluna.

Nationally representative surveys were undertaken in Argentina (400), Australia (1,000), Brazil (1,000), Canada (350), New Zealand (350), South Africa (500), the United States (1,000) and Europe, including Austria (500), Belgium (600), Denmark (500), Finland (600), France (1,000), Germany (1,000), Italy (1,000), Norway (650), Sweden (750) and the UK (825).

"The Trend Tracker survey seeks to understand consumer perceptions across a wide range of topics relating to print, paper, paper packaging and tissue products. We will begin to build on previous surveys and continue in the future to track important consumer perceptions about the attractiveness and sustainability of print, paper and paper packaging.

The survey will be completed on a biennial



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825. UK Findings

826. Reading Habits
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Trend Tracker 2025 Communications

TWO SIDES

systematic
Creative Print Mail Promote Corporate Gifts

Projects News About Careers Contact

Search Systematic

Posted on 11th August 2025
by Jacqui Vear

What do your customers think about paper?

Just 16% of UK consumers understand that European forests are actually growing. Between 2005 and 2020, European forests grew by 58,390km². That is an area larger than the UK.

Two Sides Trend Tracker 2025
FAO Data, 2005 - 2020

Discover what consumers think about our industry and its products, visit twosides.info/trend-tracker-2025

It's a simple question – but the answer can shape how you connect and connect with your market. Paper isn't just a material; it's a connection.

packaging journal

NEWS THEMEN VERANSTALTUNGEN E-PAPER KARRIERE PACK FINDER SERVICE MEDIA

packaging journal TV Podcast PPWR Special PPWR Buch E-Paper Gratis Abo bestellen

Home > Märkte

Papier punktet: Verbraucher bevorzugen Karton bei nachhaltiger Verpackung



OPP
QUICK PRINT PRO

Print Matters! Consumers Prefer Paper for Learning, Trust, and Everyday Life

Despite the ongoing rise of digital platforms, NEW research shows that consumers continue to place high value on print media, particularly when it comes to comprehension, trust and learning. The latest Two Sides Trend Tracker 2025 survey, one of the print and paper industry's largest and most comprehensive studies, reveals a consistent and resilient appreciation for print in everyday life.

Consumers Prefer Paper For Learning, Trust And Everyday Life

OPP
QUICK PRINT PRO

GET YOUR PRINT FINISHING OVER THE LINE FIRST

IFS

HARDWARE SOFTWARE CONSUMABLES BUSINESS BLOG CONTACT LFR

LFR / BUSINESS / BUSINESS NEWS / IMPROVED UNDERSTANDING OF PAPER'S SUSTAINABLE STORY May 29, 2025

Improved understanding of paper's sustainable story

The Covid-19 pandemic brought major disruption to print content. Whilst the digital world may offer convenience, print has recovered since the pandemic and is the preferred format for European consumers. Recovering from the pandemic, printed product categories are seeing a resurgence in popularity.

Print is still preferred where it matters most. When it comes to statements and legal documents, consumers consistently prefer print.

Two Sides Survey Reveals Improved Consumer Understanding

SOCIAL SHARE OR EMAIL TO COLLEAGUE

Despite misconceptions, a growing number of consumers understand the facts about Europe's forests and the environmental credentials of paper

As environmental awareness continues to shape consumer behaviour, NEW Two Sides research, the 2025 Trend Tracker survey, reveals consumers are more aware of the environmental benefits of paper and the importance of sustainable packaging. Conducted across European markets, the survey highlights a growing understanding of the role of paper in a sustainable future.

Two Sides Focus



Tackling
Greenwash



Educating
Consumers



Facts,
Resources &
Information



Anti-Greenwash Campaign

Tackling negative statements about
paper and paper packaging

Two Sides provides facts and assistance to marketers and brands to avoid misleading environmental claims

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Engaging Brands and Marketeers on the dangers of Greenwash, covering;

- Papers environmental credentials
- The impact of digital
- The right to choose
- Advertising regulations

New EU Green Claims will tighten regulations on Greenwashing

Our own industry needs to be mindful and check statements that we are making

“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 CO₂.

Between 2005 and 2020, European forests, which provide 90% of the virgin wood fibre used by the European paper industry, grew by 58,390 km² – 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



www.twosides.info

A hand is holding a small, rectangular cardboard box with a white label. The box is positioned over a desk covered with various items: architectural sketches, a ruler, a compass, a protractor, and several other cardboard boxes. The background is a light-colored surface, possibly a table or desk, with various tools and materials scattered around. The overall scene suggests a workshop or a design studio where cardboard is being used for prototyping or packaging design.

Resources & Materials

Information, tools and events
available to our members

Marketing Materials & Tools

Myths & Facts Booklet



When it comes to the sustainability of Print and Paper it is important to separate the Facts from the Myths.

The European paper industry is a world-leader when it comes to sustainably sourced raw materials, renewable energy and recycling rates.

Yet the myths around paper are still prevalent amongst consumers. A 2021 survey by Two Sides revealed that 64% of European consumers believe European forests are spinning whips, in fact, they have been growing by an area equivalent to 1,500 football pitches every day.

The total volume of Europe's forests is approximately 28 billion m³, a figure which is currently growing by about 62 million m³ annually.

The survey also revealed that 39% of European consumers believe paper is a wasteful product and 37% believe paper is bad for the environment.

Often the source of these misconceptions is the abundance of misleading information about paper and its impact on the environment. Paper has been the preferred communications medium for 2,000 years. Even in today's digital world it continues to be highly effective and produced, used and disposed of responsibly, is inherently sustainable.

Two Sides seeks to ensure that, by fostering a better understanding of our industry's environmental credentials, print and paper, through its myriad of uses, the commercial applications to the basis of learning and creativity, remain an essential medium for many generations to come.

About Two Sides

Two Sides is a not-for-profit, global initiative promoting the unique, sustainable and attractive attributes of print, paper and paper packaging.

Find out more at www.twosides.info

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

Two Sides

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

Forests have been growing by over 1,500 every day

Best management preserves biodiversity and safeguards forests for future generations

05. The Fact - Paper is highly recycled and naturally sustainable

07. The Fact - Virgin fibres from sustainably managed forests are needed to maintain the paper cycle

09. The Fact - Most of the energy used is renewable and carbon intensity is surprisingly low

11. The Fact - Paper production is dependent on water, yet relatively little is consumed

13. The Fact - The paper industry supports a circular economy

15. The Fact - Electronic communication also has environmental impacts

17. The Fact - Many consumers value paper-based communication

19. Glossary

20. Sources

Packaging Facts Booklet



Paper Packaging Is The Circular Economy

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

Two Sides

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

raw material, wood fibre, is a renewable, natural and sustainable by these valuable fibres are used time and time again.

Industry is building on its model of industrial change, pioneering cross-sector collaborations and structural changes to achieve green goals.

The European paper industry has been at the forefront of industrial change, pioneering cross-sector collaborations and structural changes to achieve green goals.

In 2019, the Confederation of European Paper Industries (CEPI) initiated decoregion, an ambitious cross-industry alliance. Members come from across the fibre-based packaging value chain, from paper and board producers, packaging converters, and brand owners and retailers, to technology and material suppliers, waste sorters and collectors. decoregion seeks innovation in packaging performance and functionality, as well as improving performance in recycling systems to reach the full potential of the circular economy.

Collaboration throughout the supply chain is fundamental to the success of the circular economy of the future.

approach to economic development designed to benefit businesses, society, and the environment. In contrast to the 'take-make-waste' linear model, a circular economy is regenerative by design and aims to gradually decouple growth from the consumption of finite resources.

Elon Musk/Huffington

It relies on raw materials, pulp derived from processing wood, which is intrinsically sustainable as it comes from sustainably managed forests. It has achieved 26% decarbonisation since 2005 and has become an anchor industry for industrial symbiosis, sharing materials, heat energy and water.

Paper is recycled at a rate of 74% in 2020 in Europe, which is the highest recycling rate for paper in the world. Paper packaging has an even higher recycling rate of 83% (2018) and more paper-based packaging is recycled than all other packaging materials combined. The paper industry strives to further increase recycling and material use of recycling residues through the sharing of best practices and the development of cross-sectoral alliances.

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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

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Paper Production and Sustainable Forests

The Facts

The pulp and paper industry depends on, and promotes, sustainable forest management to provide a reliable supply of wood fibre, the key raw material for its products. Well-managed forests bring multiple benefits: services and biodiversity, European forests, from where the region's paper fibre, have been growing by an area equivalent to 1,900 football pitches every day. 2 or PEFC[®] standards, thanks in part to the support of the pulp and paper industry.

In Europe, wood comes from sustainably managed forests where the cycle of planting, growing and logging is carefully controlled.

Cellulose fibre is the primary raw material for paper making. Of the fibre used by the European pulp and paper industry, 40% comes from virgin wood fibre and 55% from paper for recycling.

In principle, cellulose fibre can be obtained from almost any plant or even non-wood fibre (such as straw), such as agricultural residues. However, wood is the dominant source because of its renewable and recyclable nature, technical

These multi-benefit ecosystems, put in place by forest management, maintain other ecosystems and biodiversity and well-being.

On the other hand, the forest sector is a low-carbon sector, with investments that will continue to grow in the coming years.

Papier et Fibres D'origines Alternatives

Les Faits

L'industrie du papier/carton repose sur l'utilisation responsable et économiquement viable de la fibre de cellulose. Elle permet de produire une grande variété de produits à base de papier et de cellulose que nous utilisons au quotidien, comme les journaux, les magazines, les livres, les sacs en papier, les boîtes et les caisses en carton, ou encore des produits d'hygiène. En fibre, nous avons la fibre naturelle des arbres ou le recyclage du papier, mais certains produits utilisent des fibres de cellulose

Les types de fibres d'origines alternatives

En principe, presque toutes les fibres végétales peuvent être utilisées pour fabriquer du papier, mais les caractéristiques varient et ne sont commercialement viables.

- La paille était autrefois largement utilisée, mais elle a traditionnellement souffert d'inconvénients, tels qu'une capacité à retenir l'eau pendant la fabrication du papier et un potentiel de pollution plus important, associé à un coût plus élevé et une qualité inférieure par rapport à la pâte de bois.

Eine natürliche Entscheidung - Papiertragetaschen

Die Fakten

Täglich werden wir mit den wachsenden Auswirkungen und steigender Zahl von Plastikmüll und -partikeln, die in den Welt mit Verboten, Geldstrafen und Initiativen zur Reduzierung von unnötiger Plastikabfälle einen wertvollen Beitrag für eine zirkuläre stellen Verpackungsmaterialien aus Papier aufgrund ihrer natürlichen praktikable Alternative dar. Und zahlreiche Studien belegen die Vorteile.

Benötigt in der Bevölkerung über den enormen Plastikverbrauch.

In den letzten Jahren sind die Auswirkungen von Einwegverpackungen und Kunststoffen auf die Umwelt immer deutlicher geworden. Stimmen mit der Befürchtung, dass vergleichsweise wenig Kunststoffverpackungen korrekt recycelt werden (42 % EU-Durchschnitt 2016) und nur 14 % weltweit) und dass so bei unvernünftiger Nutzung einen möglichen Anteil an der Verschmutzung der Weltmeere haben, werden laut Umweltchützer zeigen sich besorgt und befürchten, dass bis zum Jahr 2050 mehr Plastik im Meer sein könnte als Fische schwimmen.

Laut Marina Litter Welt sind sieben Einkaufstüten an 7. Stelle der Abfallprodukte, die am häufigsten an Europas Stränden zu finden sind. Zwischen 2013 und 2019 wurden 3 % des angespülten Materials als Plastikfetzen und 0,2 % als Papiertragetaschen identifiziert. Und das obwohl der Anteil von Plastikfetzen abgenommen hat, da die europäischen Staaten gebündelt und den Verbrauch eingeschränkt haben.

„Fast 80 % der Abfälle im Meer stammen vom Land. Das meiste davon ist Kunststoff. Inzwischen finden wir Plastik in den Mägen von Seevögeln und gestrandeten Wale. Es ist offensichtlich: Wir müssen handeln.“
Europäischer Umweltkommissar Karman Vella, November 2017.

Paper Packaging The Natural Choice

The Facts

Well-designed, efficiently produced, appropriately used and responsibly disposed-of packaging provides multiple benefits. It is essential to prevent product damage and can help extend a product's life. It helps improve efficiency in the supply chain and provides safe and convenient access to goods. Packaging communicates vital information to the customer whilst providing a great 'unboxing experience' to those receiving gifts or luxury items. However, poor material choices are damaging to both brands and the planet.

The impact on the environment caused by discarded man-made materials has reached critical levels.

There is now a greater need than ever for packaging to be sustainable throughout its life cycle. Packaging should incorporate eco-design at its inception, use responsibly sourced raw materials, and be manufactured using efficient processes that are driven by renewable energy. Packaging should be re-used or recycled wherever possible, then sent to the most appropriate end-of-life solution, such as incineration for energy generation or composting.

Paper packaging is part of the solution. Paper packaging is made from wood fibre, a natural and renewable material that is highly recycled.

The Sustainable Choice

The key raw material for making paper packaging is cellulose fibre from trees, a natural and renewable and is a highly recycled raw material.

Virgin fibre is sourced from sustainably managed forests. Despite consumer perception, European forests are growing in size. Between 2005 and 2020, European forest cover

Paper and cardboard is the most recycled packaging material in Europe. In 2018, 82.9% of all paper and cardboard was recycled, outperforming metallic packaging (80.1%), glass packaging (74.7%) and far exceeding that of plastic packaging (41.8%).¹

In Europe, paper fibres are recycled and re-used 3.8 times on average.² However, laboratory experiments have shown fibre can be recycled significantly more, up to 25 times.⁴ Developing efficiencies in recycling processes, improving collection systems and increasing consumer action may one day help realise this potential.

“The European paper packaging industry aims to reach an ambitious recycling rate of 90% by 2030.”
Avegreen, 2021

Product Protection

Packaging plays an essential role in minimising damage

Factographics And Mini Videos

TWO SIDES

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

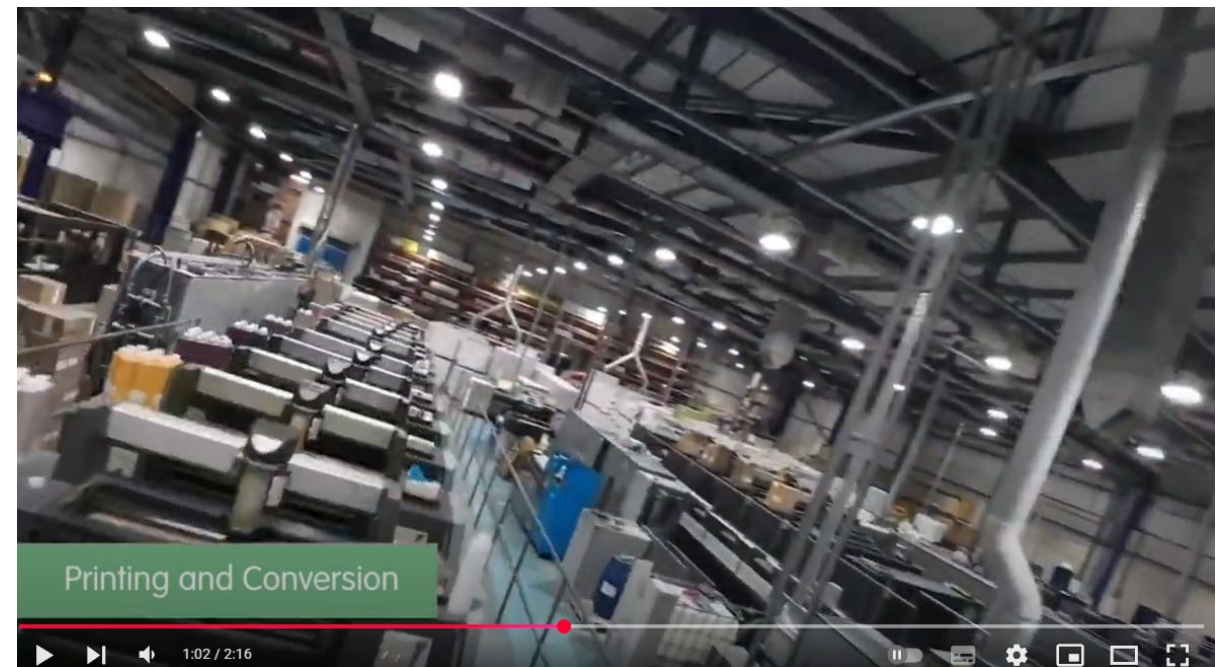
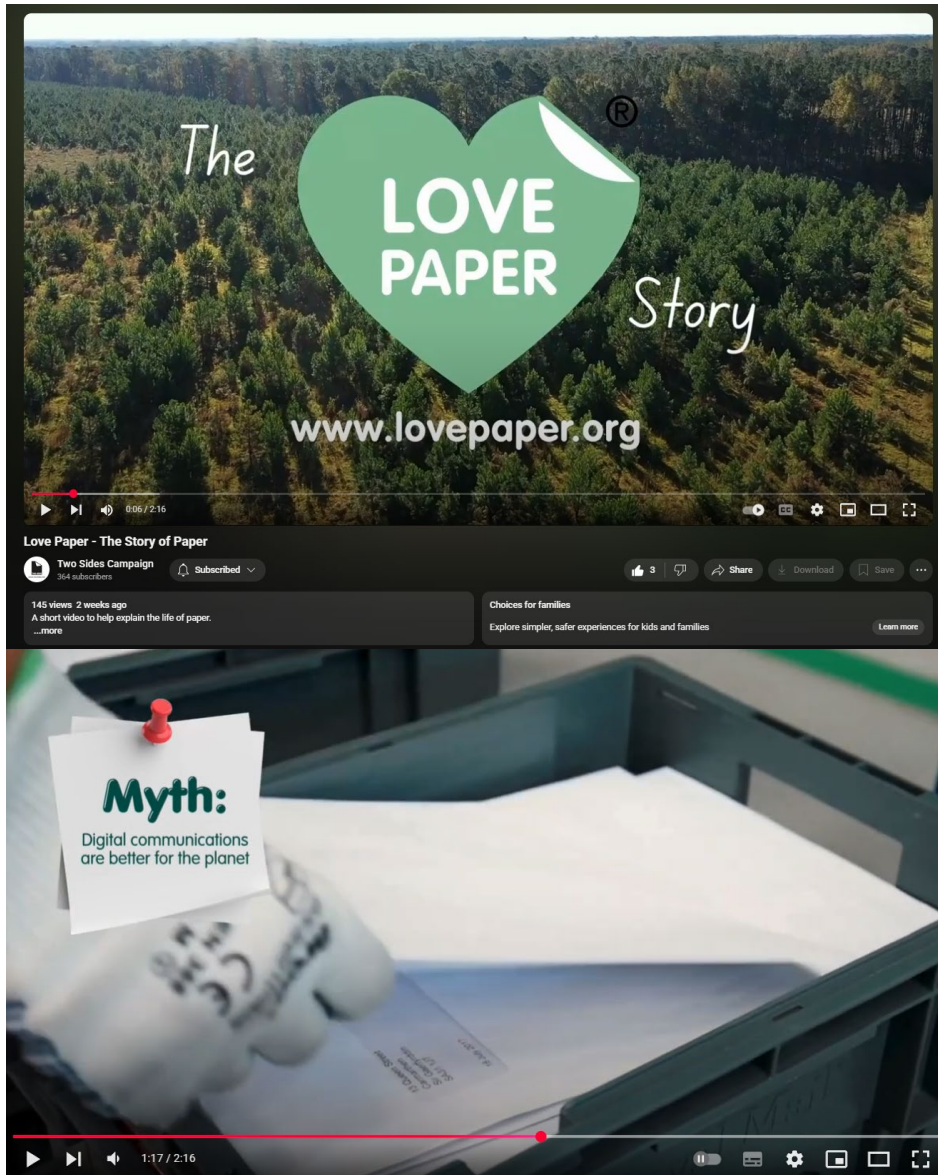


NEW - The Story of Print and Paper Video



- 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-URvX8iUIAH



Can Be Personalised For Members And Supporters

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Resource Updates 2026

Two Sides key materials to be updated Spring 2026

- Myths & Facts Booklet
- Packaging Facts Booklet
- Fact Sheets
- Insight Sheets
- Social Media Graphics



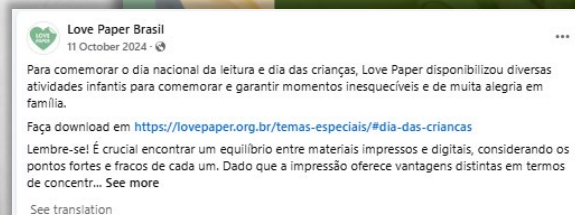
Improving public perceptions of paper and paper-based packaging



www.lovepaper.org

Love Paper messages reach 230m+ European consumers every year. Off the page and online

Over 2,900 Love Paper adverts placed in Europe 2024



Website

www.lovepaper.org





[HOME](#) [PAPER FACT FILE](#) [PAPER CHAIN](#) [LOVE PAPER CREATIONS](#) [ABOUT](#) 

PAPER. IT'S MORE SUSTAINABLE THAN YOU THINK!

[Click here to start exploring](#)

WHAT A GREAT, SUSTAINABLE IDEA

There aren't many industries around that can aspire to become genuinely sustainable. The paper industry, however, is one of them.

DISCOVER

MORE THAN SHOPPING BAGS AND STRAWS

Discover the page turning facts about paper. **Some may surprise you!**



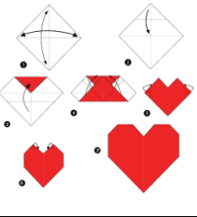
[HOME](#) [PAPER FACT FILE](#) [PAPER CHAIN](#) [LOVE PAPER CREATIONS](#) [ABOUT](#) 

PAPER CRAFT AND ORIGAMI

Fancy trying your hand at some paper folding? Origami is the art of paper folding. Its name derives from the Japanese words ori ("folding") and kami ("paper").

Origami Heart

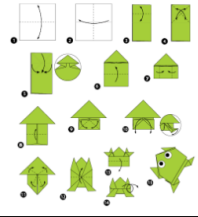
Ages 5+ (Adult supervision recommended)



[Download](#) ↓

Origami Frog

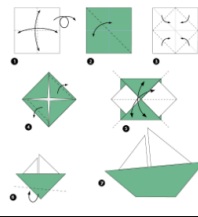
Ages 5+ (Adult supervision recommended)



[Download](#) ↓

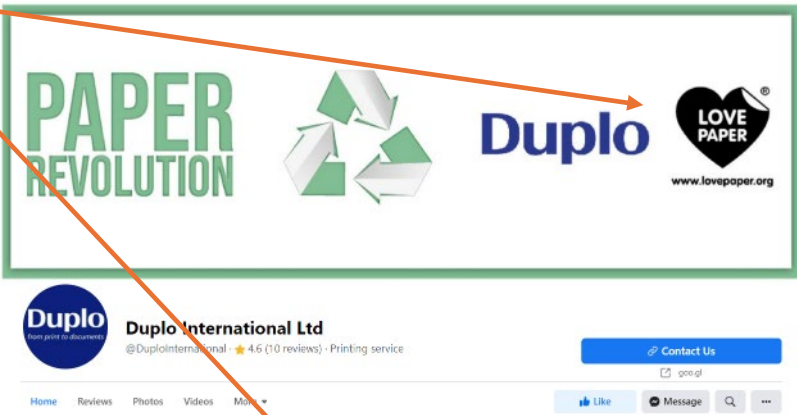
Origami Boat

Ages 5+ (Adult supervision recommended)



[Download](#) ↓

Love Paper can be used by our industry to tell the story of their products



UNLEASH SUSTAINABILITY

Discover new opportunities with flexible and sustainable paper and card packaging.

Stand out. Make a difference with on demand digital packaging.



THE PAPER AND ANTALIS SHARE A COMMON LOVE OF PAPER

antalis Just ask Antalis

LOVE PAPER

a campaign, ran by paper advocacy group Two Sides, that informs consumers of the positive stories about print, paper and paper tails have been a proud and supportive member of Two Sides for many years.

everything about paper, from its environmental credentials to its ability to improve mental well-being, learning and enhance creativity, aren't many industries around that can aspire to become genuinely sustainable. The paper industry, however, is one of them.

PAPER LOVES TREES PAPER POWER PAPER REVOLUTION

SHARING SOME LOVE... DISCOVER OUR ANIMATED VIDEOS!

Antalis Loves Paper – Part 1 Antalis Loves Paper – Part 2 Antalis Loves Paper – Part 3

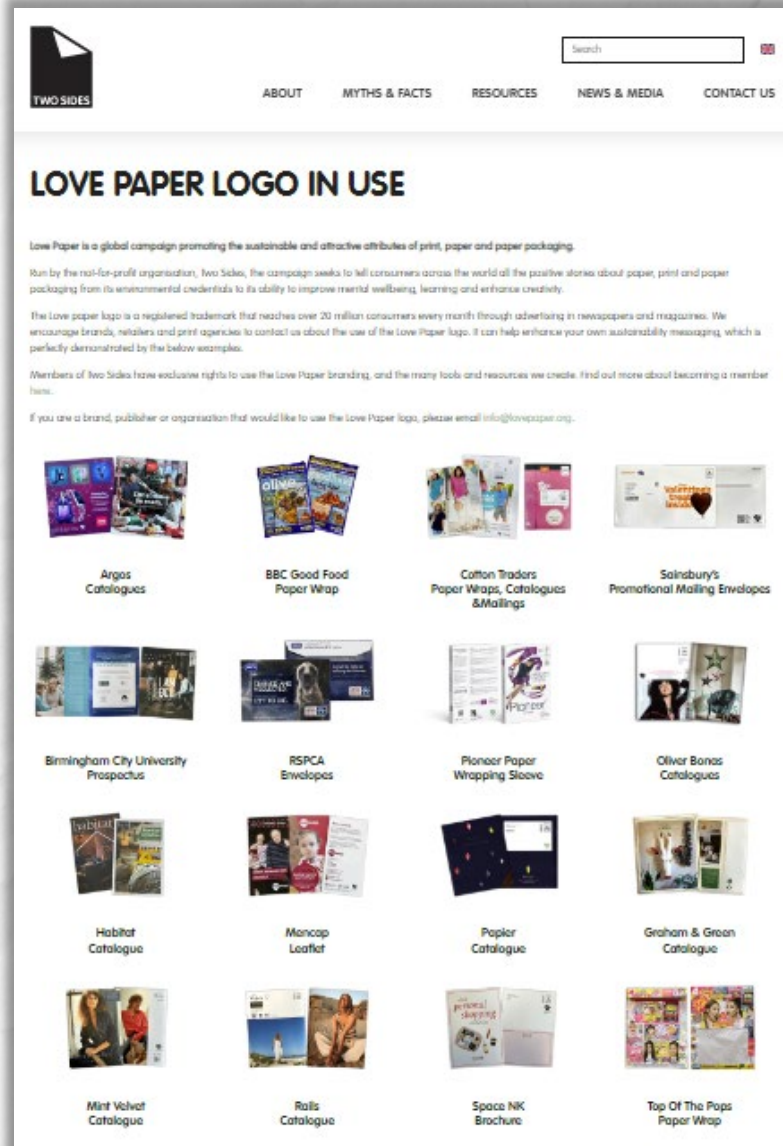
ANTALIS LOVES PAPER. ANTALIS SUPPORTS LOVEPAPER.ORG

SHARE THE LOVE. CELEBRATE THE PAPER POWER!

With Love Paper, Brands can now tell the sustainable story of their paper use



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

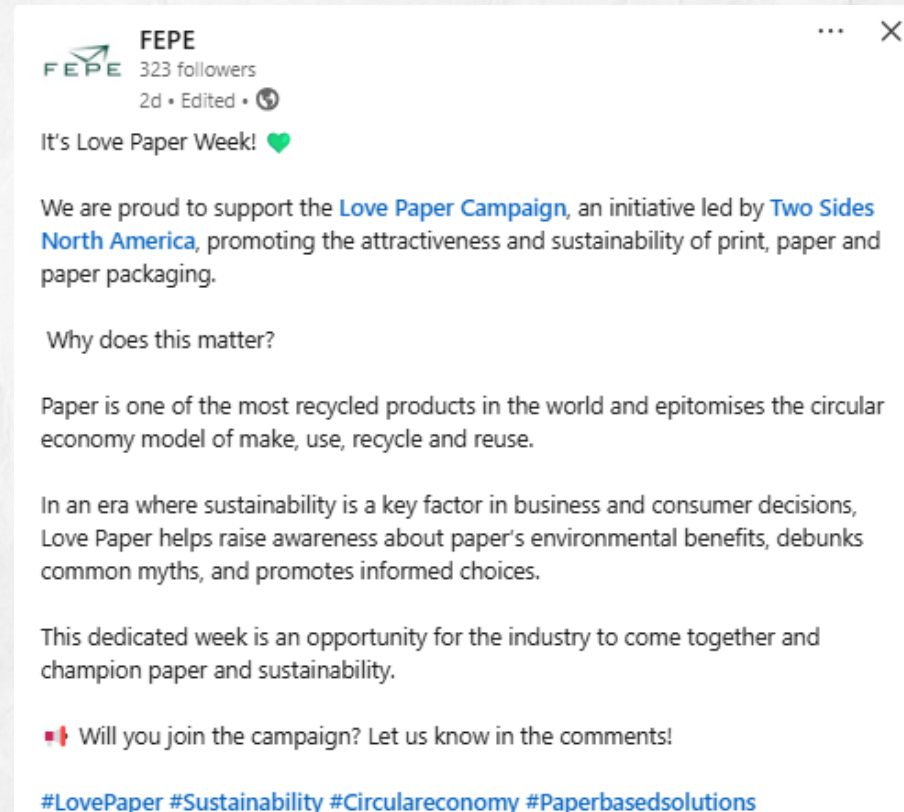
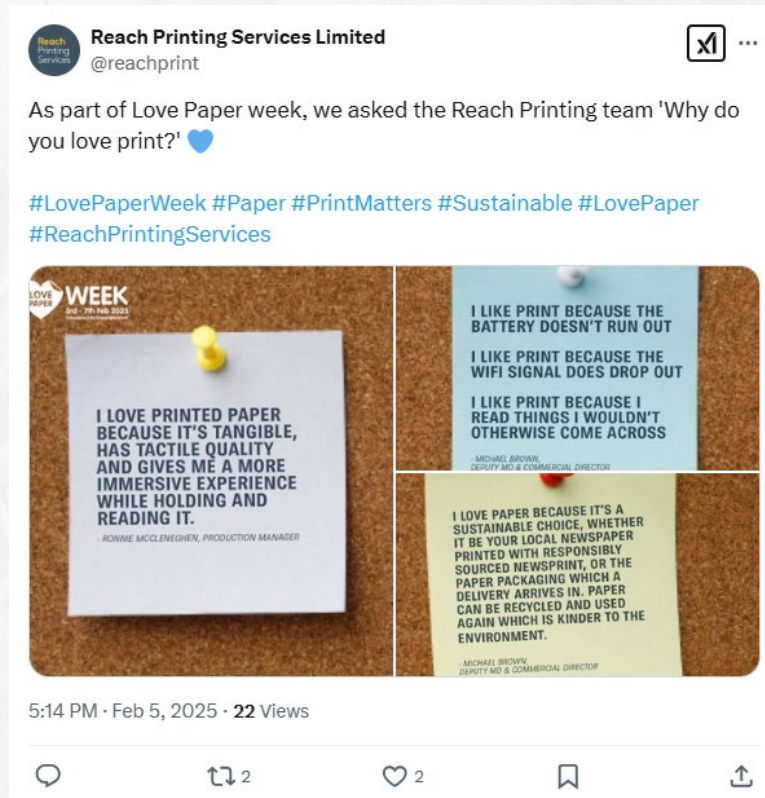
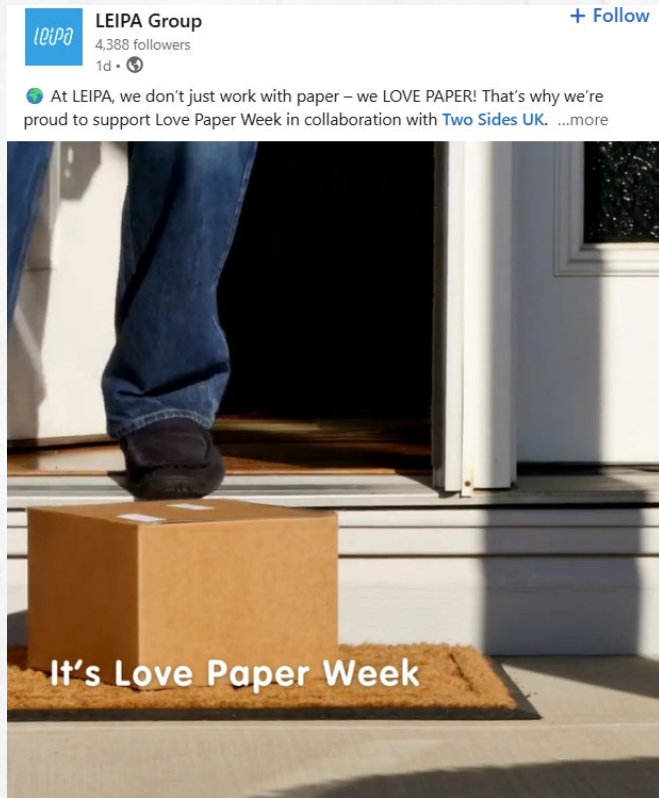




WEEK

3rd - 7th Feb 2025

lovepaper.info/lovepaperweek



BPIF Cartons
@BPIFCartons

Wrapping up [#LovePaperWeek](#) by celebrating fibre-based packaging! With an 84% recycling rate in Europe, [#cartonboard](#) is leading the way in [#sustainability](#).

We continue to champion cartonboard as the future of packaging! [#circulareconomy](#) @LovePaperUK @TwoSidesUK #cartons



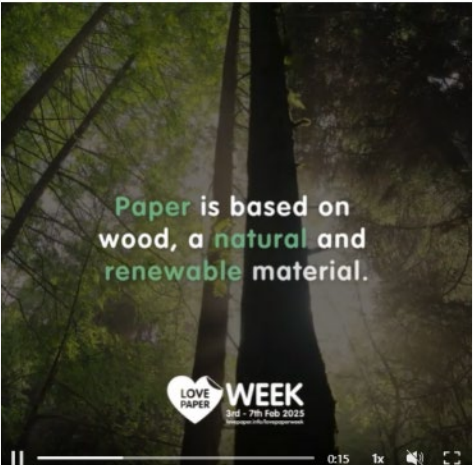
0:17

Denmaur
1,583 followers
1h • Edited •

The month gets off to a brilliant start with a brand new, five-day campaign from our good friends at [Two Sides UK](#): Love Paper ❤️❤️❤️

February gives us Valentine's Day, so what better reason to persuade everyone in the industry to share their passion for this flexible, sustainable and powerful medium?

We are more than happy to support the first year of Love Paper - it's a match made in heaven 🍷 <https://lnkd.in/g/pJzGfnp>



0:15 1x



LOVE PAPER WEEK
3rd - 7th Feb 2025
lovepaper.info/lovepaperweek

fedrigoni_uk • Follow

fedrigoni_uk We ❤️ Paper!

Paper is one of the most sustainable materials out there. Made from renewable wood and one of the most recycled products in the world, it perfectly embodies the circular economy model—make, use, recycle, and reuse. 🌱

Forests in Europe are thriving, covering 40% of the continent and growing in both size and health. Thanks to responsible forest management, paper production doesn't just protect the environment—it helps it grow! 🌲

Additionally, in Europe, paper packaging is leading the way in sustainability, with a recycling rate of 84%. It also uses a high amount of recycled material in production, making it one of the most eco-friendly options for packaging. 📦

Let's celebrate paper for its natural, renewable cycle and its vital role in creating a more sustainable future! 🌱❤️

#lovepaperweek #lovepaper #twosides #fedrigoni #fedrigonipaper #fedrigonispecialpapers #paperpackaging #sustainablepackaging #recycling #circulareconomy #elevatingcreativity #shapingideas

Edited · 2 d

dayfoldgroup And what beautiful papers indeed 🍷 We love paper!

2 d · 1 like · Reply

Liked by [paperartistcollective](#) and 48 others
2 days ago

Add a comment...

Geoff Neal PrintWorks
1,854 followers
18h •

It's [#LovePaperWeek](#)!

Paper plays a vital role in learning and development.

A study involving millions of high school students in 36 countries found that those who use computers heavily at school "do a lot worse in most learning outcomes, even after accounting for social background and student demographics"

Spread the word ❤️

[Two Sides UK](#)



0:33 1x

Graham Taylor • 2nd
Helping YOU to push the boundaries of Sustainable Print, Data ...
12m •

❤️ It's [#LovePaperWeek](#)!

- 🌱 Paper comes from wood so it's a natural and renewable material. It's one of the most recycled products in the world and it epitomises the circular economy model of make, use, recycle & reuse. Using paper doesn't just take resources without contributing to the future.
- ♻️ Be more sustainable.
- 👥 Give your customers a more tactile and memorable experience.
- 📦 And level up your marketing.

Let's spread the word! And let's love paper together 🍷

[#LovePaper](#) [#SustainablePrint](#) [#SustainablePrinting](#)
[Two Sides UK](#) [Josh Birch](#) [Jonathan Tame](#) [Forest Holidays](#) [Center Parcs UK & Ireland](#) [Goldie Moran](#) [Lucy Jameson](#) [Gemma Chance](#) [Jessica Briggs](#) [Switch Creative Agency](#) [Rachel Betts](#) [Voyage Care Ltd](#) [Charlotte Batey](#) [Louise Smith](#) [Parksafe Group](#) [Ward Recycling](#) [Tracy Bryan](#)



knplitho.co.uk

LOVE PAPER WEEK
3rd - 7th Feb 2025

0:17

National Book Tokens @book_tokens · 16h
❤️ It's [@LovePaperUK](#) Week! 📖🌱

Paper is one of the most recycled products in the world and is the natural support of creativity.

Since 2018, all standard National Book Tokens gift cards and packaging are printed in the UK on FSC-certified board 🍷

lovepaper.org/lovepaperweek/

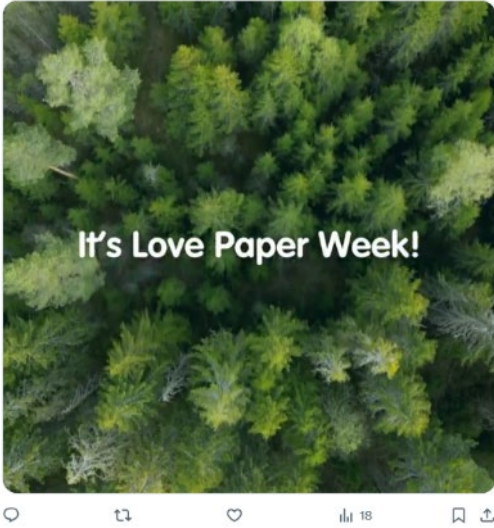


LOVE PAPER WEEK
3rd - 7th Feb 2025

0:17

Loughborough University Print, Post & Lo... @LboroPrint... · Feb 7
#LovePaperWeek

"Greenwashing is the practice of making an unsubstantiated or misleading claim about the environmental benefits of a product, service, technology or company practice." (source: twosides.info/anti-greenwash/)



It's Love Paper Week!

18

LGR Packaging
3,660 followers
1h •

re [Campagne « Love Paper »](#)

La campagne « Love Paper » de [Two Sides UK](#) est l'occasion de rappeler les atouts du papier / carton pour l'emballage :

- ✅ Ressource naturelle et recyclable,
- ✅ Matériau parmi les plus recyclés dans le monde (79% en Europe en 2023),
- ✅ Support léger, flexible, résistant.

[LGR Packaging](#) produit des emballages imprimés en carton compact et en carton ondulé, ainsi que des notices papier.

Pour en savoir plus sur le potentiel du papier / carton dans le packaging et les applications possibles, ...more

Show translation

Like Comment Repost

Comment as Two Sides UK...



EMBALLAGES PAPIER/CARTON

LOVE PAPER WEEK 3rd - 7th Feb 2025

CARTON COMPACT SOLID BOARD

CARTON ONDULÉ CORRUGATED BOARD

PAPIER NOTICES LEAFLET PAPER

FIBRE-BASED PACKAGING

with Two Sides France and 1 other

LGR Packaging
3,660 followers
1h •

re [Campagne « Love Paper »](#)

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Pour en savoir plus sur le potentiel du papier / carton dans le packaging et les applications possibles, ...more

Show translation

Like Comment Repost

Comment as Two Sides UK...



Burda Druck GmbH

708 Follower:innen
1 Monat •

Wir veredeln Papier mit Farbe!

[#LovePaperWeek](#)



Two Sides Deutschland

293 Follower:innen
1 Monat •

Es ist der 2. Tag der Love Paper Week! Hier sind einige interessante Fakten rund um Papier – hätten Sie's gewusst? [#LovePaperWeek](#)

[Two Sides Italia](#)

[Two Sides UK](#)

[Two Sides France](#)

[Two Sides Nordics](#)



Delga

2,021 followers
1mo •

[+ Follow](#) ...

It's Love Paper Week!

Paper plays a vital role in learning and development. ...more





WEEK

2nd - 6th Feb 2026

www.lovepaper.org

Love Paper Week 2nd - 6th Feb 2026



A global initiative for the industry to collectively champion paper, sustainability and attractiveness, to consumers and business.

Along with the assets and resources made available last year, there will be NEW additions including:

- New social media package
- New virtual backgrounds
- New email footers
- Social Media competition

We encourage all members, industry associations and publishers to support and promote Love Paper Week



WEEK
2nd - 6th Feb 2026
www.lovepaper.org



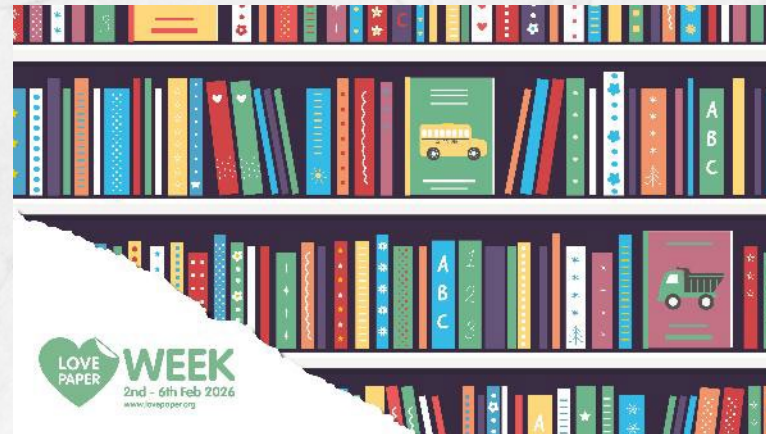
WEEK
2nd - 6th Feb 2026
www.lovepaper.org

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)

Download them here: lovepaper.org/lovepaperweek



Love Paper Week 2026



Partner/Member launch webinar on **Friday 14th November** with details of how to become involved

Get Involved

Together we must tell the great story of print, paper and paper-packaging

The Page

TWO SIDES

www.twosides.info

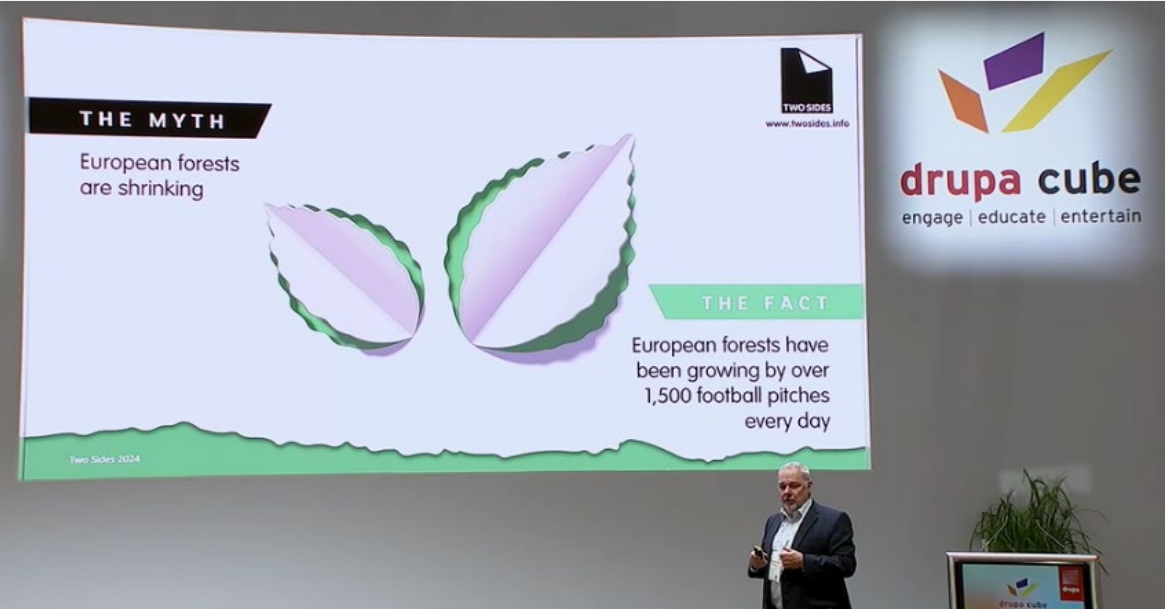
‘Micro-mag’ published 3 times a year in the UK

- Content covering the effectiveness and sustainability of print media and packaging
- Facts, Information, News and Innovation
- Members can use content
- Printed copies available on request

Subscribe: [twosides.info/the-page](https://www.twosides.info/the-page)



We Can Help With Events And Training



Membership

<https://www.twosides.info/become-a-member/>

TWO SIDES

We need your support!

Lasting impressions

At Two Sides we have one goal - to ensure that print remains one of the most powerful and sustainable forms of communication for generations to come.

Become a member today and join our like-minded industry professionals:

- Exclusive networking and events
- Promotional tools and resources
- Print ROI facts, figures and case studies
- Market trends, news and updates
- Access to exclusive sustainability know-how
- Expert advice and support

To join, simply visit www.twosides.info/become-a-member

Call +44 (0)1327 262920 Email enquiries@twosides.info Visit www.twosides.info

Imagine the power of print

At Two Sides we have one goal - to ensure that print remains one of the most powerful and sustainable forms of communication for generations to come.

Become a member today and join our community of like-minded industry professionals:

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- Print ROI facts, figures and case studies
- Market trends, news and updates
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- Expert advice and support

To join, simply visit www.twosides.info/become-a-member

Call +44 (0)1327 262920 Email enquiries@twosides.info Visit www.twosides.info

Print and Paper have a great environmental story to tell

Print, Paper & Paper Packaging

What a great, sustainable idea

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"At Two Sides we have one goal - to ensure that print remains one of the most powerful and sustainable forms of communication for generations to come."

MYTHS & FACTS BOOKLET

The Myths and Facts booklet is one of the key resources of the Two Sides campaign. The booklet addresses the popular myths about print and paper and dispels those myths with verifiable facts.

Members of Two Sides can personalise the Myths and Facts booklet. By adding your company's logo to the front cover, and corporate images and text to the inside cover, these personalised booklets can be a valuable tool to share with customers, staff and stakeholders.

To download the Myths and Facts booklet, visit: www.twosides.info/the-myths-and-facts-booklet



FACT SHEETS

Two Sides has published a series of fact sheets to address a wide array of environmental and social issues. These comprehensive fact sheets cover the most common areas of misunderstanding, ranging from forestry to the real environmental impact of electronic communication.

Members of Two Sides can also personalise the fact sheets, creating a powerful addition to their own sustainability materials.

To download the fact sheets, visit: www.twosides.info/fact-sheets

BECOME A MEMBER

Two Sides seeks to ensure that print, paper, and paper-based packaging remains an essential communication medium in today's digital world and the preferred and sustainable way to pack and protect.

By becoming a member of Two Sides, you are making an essential contribution to the promotion of print, paper and paper-based packaging. Membership gives you full access to all of the tools, resources, facts and research developed for the campaign. This provides your business with credible content that can be used in your own communications on the attractiveness and sustainability of print, paper and paper-based packaging.

You'll benefit from:

Facts, primary research and information on the effectiveness and sustainability of print, paper and paper packaging. Use of Two Sides assets in your own communications. Co-branding of all Two Sides resources, including our popular Myths and Facts booklet. Regular E-news and Campaign Updates with key results and successes. The Page, an inspiring pro-print magazine published 3 times per year. Events and networking opportunities, including our Power of Print seminar. Expert advice and guidance.

Join Today

Partner
Membership from
£550/year*

Central Marketing Team

TWO SIDES



Martyn Eustace
Chairman



Jonathan Tame
Managing Director



Josh Birch
Campaign Manager



Tandy Wakeford
Marketing Executive



Gina Smith
Greenwash,
Membership & Events
Manager



Chloe Welham
Design & Marketing
Executive



www.twosides.info



www.lovepaper.org

Together we must tell the great and sustainable story of our products

Jonathan Tame

Managing Director, Two Sides

Jonathan@twosides.info