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

# Love Paper Week Resources

- Love Paper Week logo
- 12x virtual backgrounds
- 3x email footers
- Social media package including; 5 videos with supporting text
- Resources translated for use in South America, Germany and Portugal

































LOVE PAPER WEEK
3 - 7 Fevereiro 2025
lovepaper.org.br/lovepaperweek

# Love Paper Week Engagement

**1,310 page views**, 3rd – 7th Feb, to www.lovepaper.info/lovepaperweek

Average of **48 seconds** on the page

## Social Media

1 organic post daily, 3rd – 7th Feb, on Facebook, Instagram, X

- Post engagement: **145**
- Views/Impressions: **3,237**

**Lots** of member engagement on social media channels

Press release picked up and published by various industry magazines and member sites:

- Printweek
- Packaging News
- Professional Publishers Association
- Rollmark
- Professional Publishers Association
- Design & Paper
- Kilby Packaging
- Prolific North
- Paper World
- Quick print Pro
- Burgo Group
- Arkitektkopia
- Revista Da Paplaria
- Ondas Impressas




Recorded event held in Brazil.

# Love Paper Week Activity

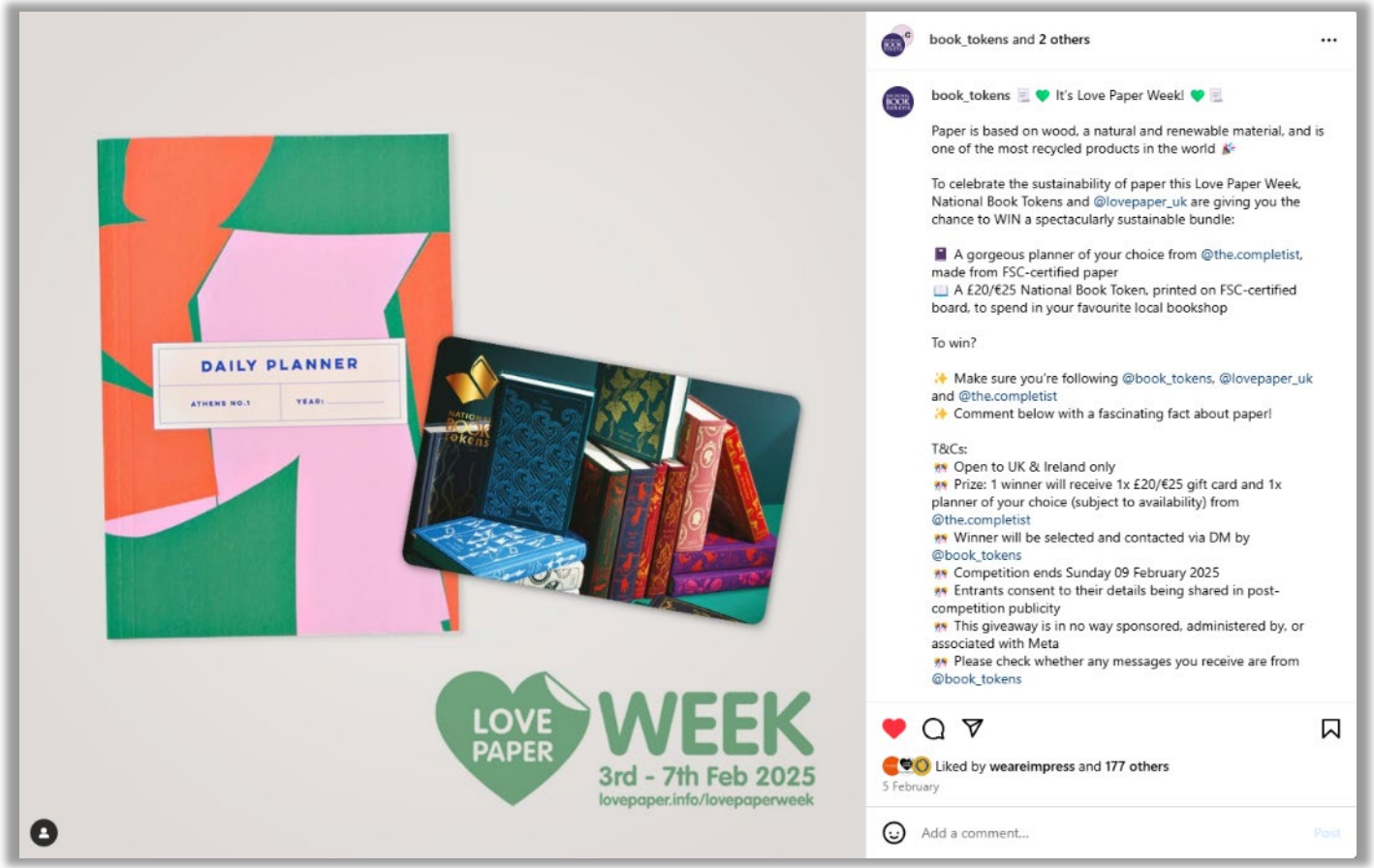
Love Paper Week ran internationally in North and South America during the same time. Each with their own regional landing pages.

Presented webinar "Reasons to Love Paper" for G.F. Smith during Love Paper Week.

National Book Tokens held an organic Instagram competition during Love Paper Week, in partnership with Love Paper, to win a planner and £20 National Book Token.

- **178** likes
- **110** comments
- **2,807** Impressions
- **110** Entries

It was National Book Tokens' 3rd most engaged post in the past 30 days, only coming in behind their Big Birthday Giveaway posts for January and February.



LEIPA Group
4,388 followers
1d •

+ Follow

🌍 At LEIPA, we don't just work with paper – we LOVE PAPER! That's why we're proud to support Love Paper Week in collaboration with Two Sides UK. ...more




**Reach Printing Services Limited**
@reachprint

As part of Love Paper week, we asked the Reach Printing team 'Why do you love print?' 💙

#LovePaperWeek #Paper #PrintMatters #Sustainable #LovePaper #ReachPrintingServices




5:14 PM · Feb 5, 2025 · **22** Views

2 2

**FEPE**
323 followers
2d • Edited •

It's Love Paper Week! 💚

We are proud to support the Love Paper Campaign, an initiative led by Two Sides North America, promoting the attractiveness and sustainability of print, paper and paper packaging.

Why does this matter?

Paper is one of the most recycled products in the world and epitomises the circular economy model of make, use, recycle and reuse.

In an era where sustainability is a key factor in business and consumer decisions, Love Paper helps raise awareness about paper's environmental benefits, debunks common myths, and promotes informed choices.

This dedicated week is an opportunity for the industry to come together and champion paper and sustainability.

📢 Will you join the campaign? Let us know in the comments!

#LovePaper #Sustainability #Circulareconomy #Paperbasedsolutions









**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



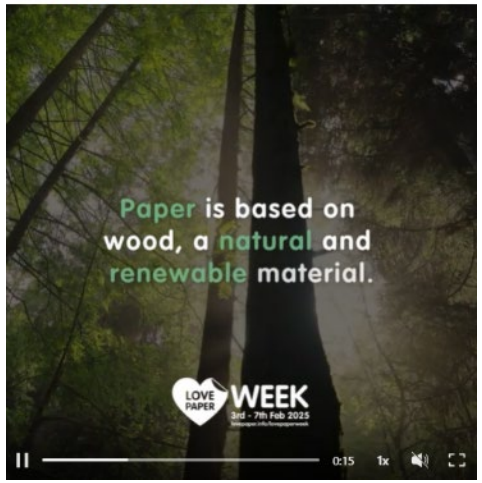

**Denmaur**
1,583 followers
1h • Edited •

+ Follow

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/gpJzGfrp







**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... Post

**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




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

+ Follow

❤️ 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




**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 🙌

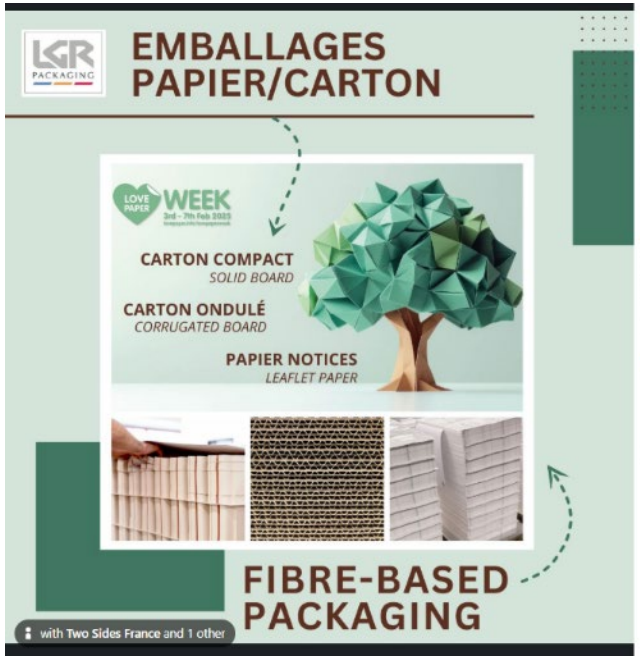
lovepaper.org/lovepaperweek/




**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/)




18




**LGR Packaging**
3,660 followers
1h •

**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

8 3 reposts

Like Comment Repost

Comment as Two Sides UK...

## Colombia







## Venezuela







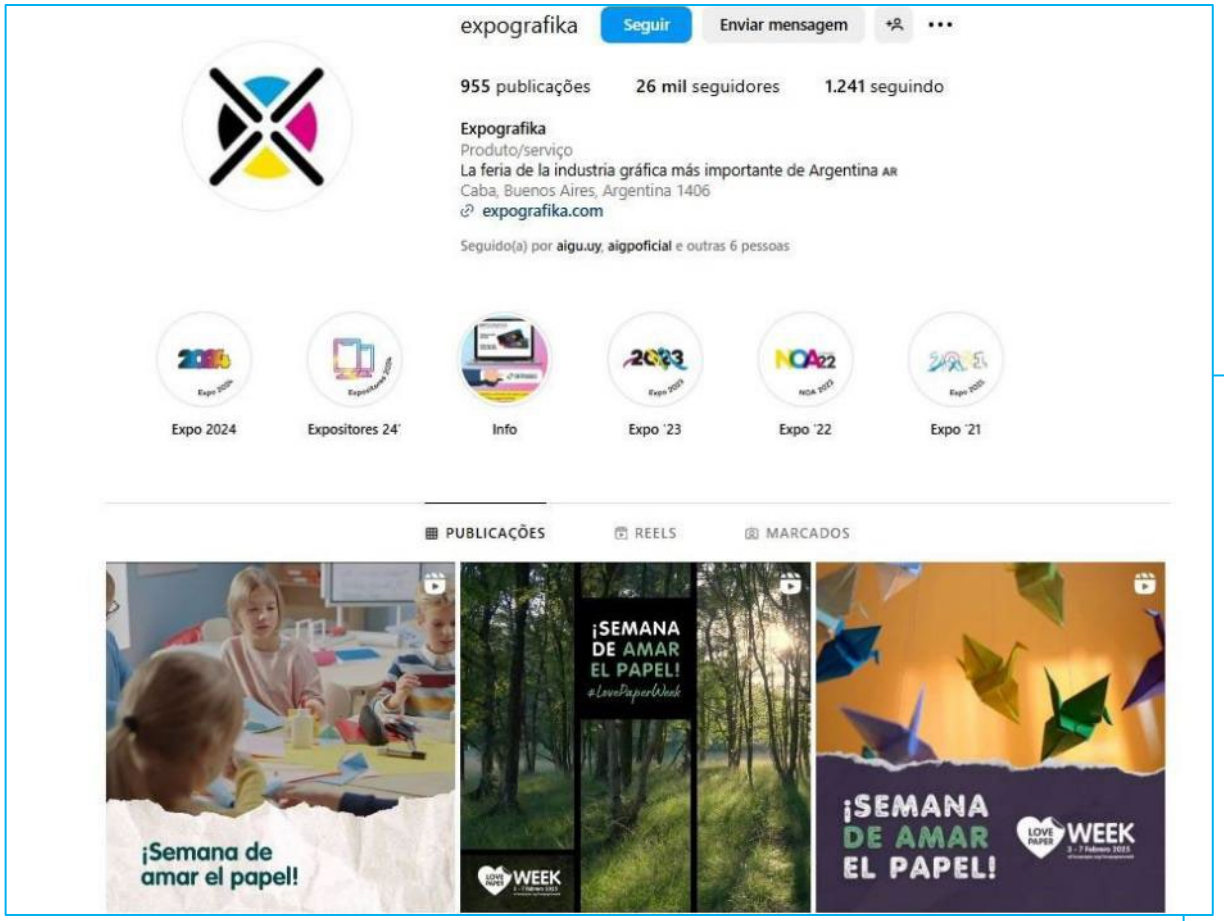
## Chile

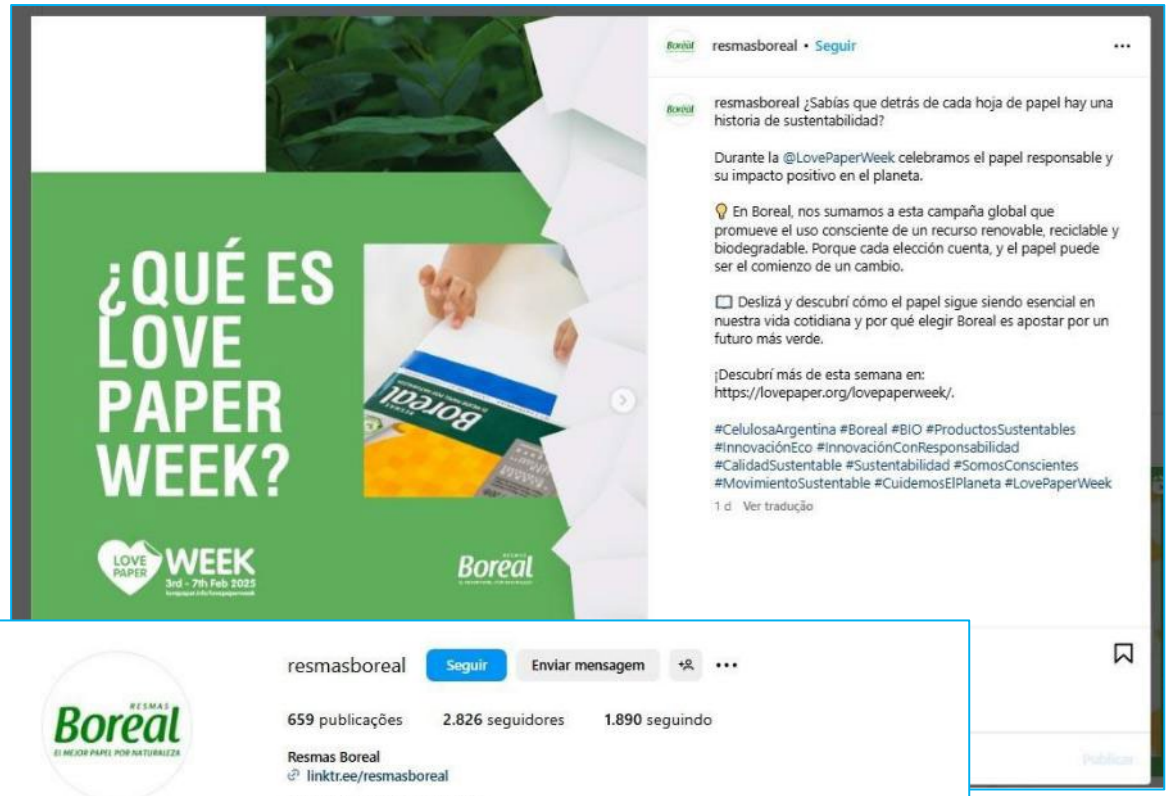

PRINTECO
DECLARA TU AMOR POR EL PAPEL
¡Únete a esta iniciativa global!
LOVE PAPER WEEK
3 - 7 Febrero 2025
al.lovepaper.org/lovepaperweek
PRINTECO.COM.AR
grafica.printeco e outros 2
Caseros (Buenos Aires)
grafica.printeco Celebramos la Love Paper Week junto a PRINT ECO!
Como miembros de Two Sides, nos sumamos a esta iniciativa del 3 al 7 de febrero para destacar la importancia del papel como un medio sostenible, eficaz, visualmente atractivo y de uso responsable.
Queremos promover y celebrar, junto a nuestra comunidad, el impacto positivo que el papel tiene en el mundo.
Sumate y celebremos juntos nuestro compromiso con un futuro más sostenible.
#PrintEcoLovers #PrintEco #Branding #DiseñoGráfico #PapelSustentable #LovePaperWeek #PrintEco #TwoSides #Sustentabilidad #MediosSostenibles #IndustriaPapelera #PapelResponsable #CuidadoDelPlaneta #EcoFriendly
2 sem Ver tradução
Curtido por lovepaperal e outras 5 pessoas
18 de janeiro
Adicione um comentário...

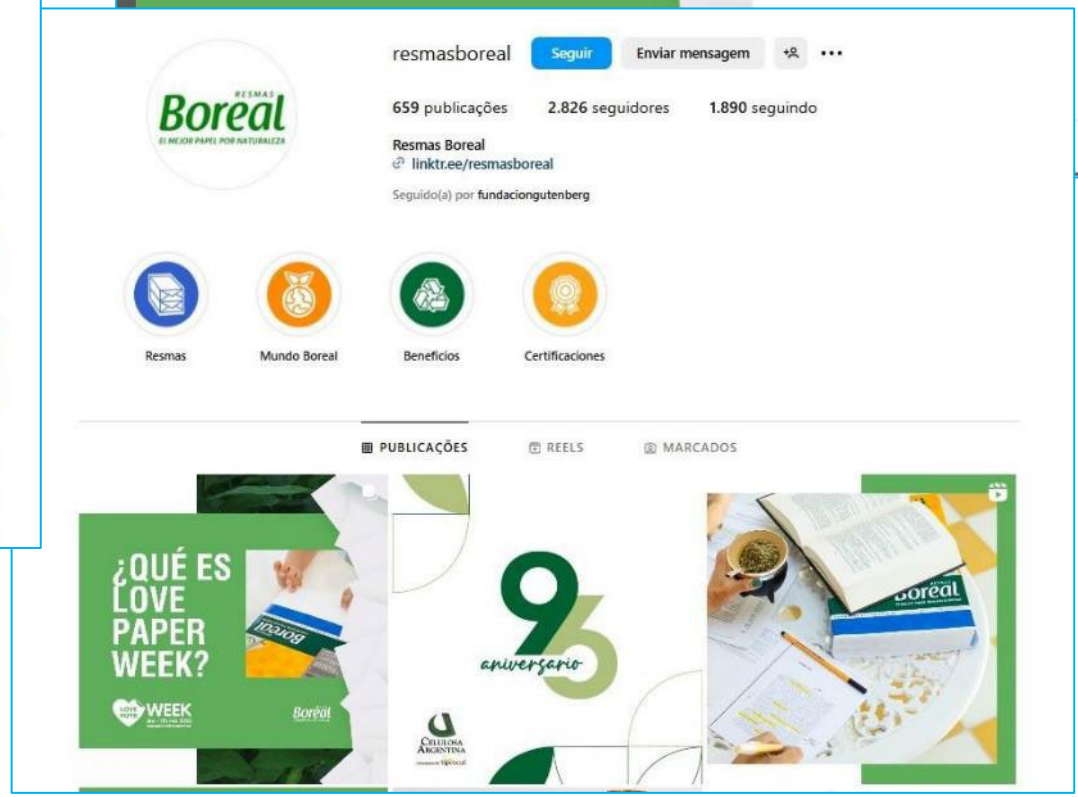

DECLARA TU AMOR POR EL PAPEL
¡Únete a esta iniciativa global!
LOVE PAPER WEEK
3 - 7 Febrero 2025
al.lovepaper.org/lovepaperweek
aigu.uy • Seguir
Montevideo, Uruguay
aigu.uy Lanzamiento de la Love Paper Week: del 3 al 7 de Febrero
Love Paper, una campaña global que promueve la atracción y la sostenibilidad de la impresión, el papel y los embalajes de papel, lanza una nueva iniciativa para la defensa colectiva de la sostenibilidad del papel dirigida a consumidores y empresas. Incluso en el mundo digital de hoy, el papel sigue siendo único en su capacidad para tocar nuestras vidas. El papel proviene de fuentes renovables, es reciclable y biodegradable.
¡Únete a nosotros del 3 al 7 de febrero para celebrar la versatilidad y los beneficios del papel! Combatamos los conceptos erróneos comunes y difundamos los hechos sobre los productos basados en papel. #LovePaperWeek @LovePaperAL
Para más información sobre la Love Paper Week, visita https://al.lovepaper.org/lovepaperweek/
Equipo Two Sides América Latina
6 d Ver tradução
Curtido por lovepaperbrasil e outras 8 pessoas
há 6 dias
Adicione um comentário...
Publicar

## Uruguai

# Argentina


expografika
Seguir
Enviar mensagem
955 publicações
26 mil seguidores
1.241 seguindo
Expografika
Produto/serviço
La feria de la industria gráfica más importante de Argentina AR
Caba, Buenos Aires, Argentina 1406
expografika.com
Seguido(a) por aigu.uy, aigpoficial e outras 6 pessoas
Expo 2024
Expositores 24'
Info
Expo '23
Expo '22
Expo '21
PUBLICAÇÕES
REELS
MARCADOS
¡Semana de amar el papel!
¡SEMANA DE AMAR EL PAPEL!
#LovePaperWeek
¡SEMANA DE AMAR EL PAPEL!
WEEK


¿QUÉ ES LOVE PAPER WEEK?
WEEK
3rd - 7th Feb 2025
Boreal
resmasboreal • Seguir
resmasboreal ¿Sabías que detrás de cada hoja de papel hay una historia de sustentabilidad?
Durante la @LovePaperWeek celebramos el papel responsable y su impacto positivo en el planeta.
En Boreal, nos sumamos a esta campaña global que promueve el uso consciente de un recurso renovable, reciclable y biodegradable. Porque cada elección cuenta, y el papel puede ser el comienzo de un cambio.
Deslizá y descubrí cómo el papel sigue siendo esencial en nuestra vida cotidiana y por qué elegir Boreal es apostar por un futuro más verde.
¡Descubrí más de esta semana en: https://lovepaper.org/lovepaperweek/.
#CelulosaArgentina #Boreal #BIO #ProductosSustentables #InnovaciónEco #InnovaciónConResponsabilidad #CalidadSustentable #Sustentabilidad #SomosConscientes #MovimientoSustentable #CuidemosElPlaneta #LovePaperWeek
1 d
Ver tradução


resmasboreal
Seguir
Enviar mensagem
659 publicações
2.826 seguidores
1.890 seguindo
Resmas Boreal
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¿QUÉ ES LOVE PAPER WEEK?
WEEK
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# Brasil










Spontaneous collab

