EXPLORING THE EFFECTIVENESS AND SUSTAINABILITY OF PRINT MEDIA IN THE UK | JAN 2024 ISSUE 24

the page

INSIDE VIEW



Our industry experts open up about the next 12 months in paper and paper packaging

Power of Print 2023
Full review of the Two Sides Power of Print seminar

Anti-greenwash
The latest companies challenged by Two Sides for misleading statements

Attention metrics
Why print is the top performer in the hottest area of marketing

THE ISSUE IN NUMBERS

80%

The percentage of direct mail with an envelope that's opened / **p03**

69%

The percentage of consumers who regard recyclability as a priority for packaging / **p03**

1 in 3

The proportion of magazines sold in the UK owned by Bauer Media Group / **p05**

£13.7bn

The annual turnover of the UK print industry / **p06**

95%

The engagement rate of direct mail / **p10**

£149bn

The annual value of the global corrugated box sector / **p12**

70%

The percentage reduction in carbon emissions of a paper RFID tag compared to a standard tag / **p14**

55,000

The number of words in The Guardian's Long Read magazine / **p15**

FIND OUT MORE

Two Sides is a not-for-profit global initiative promoting the unique sustainable and attractive attributes of print, paper and paper packaging. Two Sides members span the entire print, paper and packaging value chain, including forestry, pulp, paper, packaging, inks and chemicals, finishing, publishing, printing, envelopes and postal operators.

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THE PAGE

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Two Sides would like to give a warm welcome to these new members...

Belmont Press
Blackwell Print
BLP (Northern)
Caps Cases
Confederation of Paper Industries (CPI)
Deltor Communications
Dynamic Print
Elanders
Orphans Press
Prints Regent
Secure & Confidential Documents
Sheet Plant Association (SPA)
Simpson Group



THE ATTENTION ADVANTAGE OF MAIL

A STUDY BY Royal Mail Marketreach and WARC has found that almost two-thirds of people say that direct mail attracts their undivided attention. In a world of competing marketing messages, it's heartening to find that one absorbs the target completely, increasing the chances of the consumer acting on the mail message.

Titled *The Attention Advantage: Exploring the impact of mail in an attention-scarce world*, the research reveals that mail is one of the most effective and efficient channels for capturing consumer attention, commanding high dwell-times as consumer needs and behaviours evolve.

The study also found that mail stimulates a physical as well as a mental interaction, with over 80% of mail items that have an envelope opened. The average piece of mail is viewed just over twice in the week of receipt while 58% are retained for future reference.

"As we stand on the cusp of a new era in advertising, one marked by evolving technologies, shifting consumer behaviours and heightened privacy concerns, this research paper offers strategic guidance and actionable recommendations to navigate the intricate terrain of advertising in the context of attention and mail," said Marketreach Senior Media Planner Patrick Malone.

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To download the complete Marketreach report for free, go to bit.ly/Marketreach-Attention



CONSUMERS CONCERNED ABOUT UNRECYCLABLE PACKAGING

AT A TIME when retailers are assessing how successful their Christmas has been, a report from DS Smith has warned about the business perils of using unrecyclable packaging. The study showed that four in five consumers prefer to receive a product in paper or cardboard packaging, with over a fifth of those consumers stating that they would stop ordering from a company if its packaging wasn't recyclable.

Going further, the study found that recyclability was a key concern for consumers when it comes to packaging, with 69% citing this as a priority, while 1 in 4 (25%) would consider paying more for packaging that was easy to recycle. The report also cautioned against over-packaging items, with over a quarter of respondents stating that they would stop ordering from a company if they experienced too much unnecessary packaging.

"Sustainability is clearly top of consumers' list of priorities," said Anne Curtis, E-Commerce Business Unit Lead for UK Packaging at DS Smith. "This means high-quality packaging that is either recyclable or reusable, while also reducing any unnecessary waste. At a time when consumers are keeping an eye on their spending and competition for customers is fierce, brands risk losing business if their packaging fails to meet online shoppers' increased sustainability standards."

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Download the DS Smith whitepaper at bit.ly/DS-Smith-Packaging

SPONSORED BY HEALEYS denmaur papermedia Royal Mail

MORE SUCCESS FOR THE ANTI-GREENWASH CAMPAIGN

Two Sides challenges more brands as it continues to take companies to task over misleading statements about the environment

BT HAS BEEN challenged by Two Sides about misleading claims it made in a recent press release. Titled 'A greener future for the Phone Book', the press release detailed the telecoms company's decision to stop printing the iconic phone book in March 2024, a decision that appeared to be made for environmental reasons.

Along with the contentious title, the press release stated: "It's a move that will have a positive impact on the environment: helping us save around 6,000 tonnes of paper every year – the equivalent of 72,000 trees."

Two Sides has challenged the company about this and other misleading statements in the press release that cite sensational and misleading environmental benefits that unfairly vilify print and paper.

"BT's announcement doesn't once mention the significant cost they will be saving, choosing instead to make misleading statements, greenwashing, of the environmental benefits of somehow saving 72,000 trees a year," said Jonathan Tame, Managing Director of Two Sides. "Trees for wood and paper products are harvested from sustainably managed forests, the trunk going to lumber and the fewer volume parts; the branches, crown of the tree, and sawmill waste being utilised in paper production. Not using paper does not somehow save trees."

PAPER-THIN REASONING

Unfortunately, BT aren't the only company making misleading statements about paper and the environment. In announcing their decision to replace their catalogue with an online-only store, Freemans stated in a press release that the move would "save 650 tonnes of paper – the equivalent of 11,000 trees a year."

The Freemans website itself then makes further unsubstantiated claims about paper, such as "...in an effort to reduce paper to do our bit for the environment, we are no longer sending catalogues out to customers on request" and "As well as being convenient, safe and secure, it is also better for the environment" in the 'How do I go paperless?' section.

Of course, greenwashing isn't just a UK problem. The Swiss financial services company SIX was challenged by Two Sides about the use of misleading messages linked to a study they commissioned.

The website of Swiss Post Finance, the financial services unit of Swiss Post, stated: "60 percent fewer greenhouse gas emissions thanks to eBill", before a marketing blog on the SIX website ran the words: "Through eBill, SIX enables a purely digital invoice processing in Switzerland that can also significantly improve the CO_2 footprint."

Following Two Sides' engagement with the companies, Post Finance has removed the messages from their website at the request of parent company Swiss Post, while the SIX marketing blog has been taken down.

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To report any instances of greenwashing, please email greenwash@twosides.info

"NOT USING PAPER DOES NOT SOMEHOW SAVE TREES"







www.lovepaper.org

GLOBAL MEDIA GIANT SUPPORTS LOVE PAPER

Bauer Media Group joins the Two Sides campaign to tell the sustainable story of print

THE TWO SIDES LOVE PAPER campaign recently announced support from the Bauer Media Group, one of the world's top media companies. Britain's leading publisher will now use the Love Paper logo to highlight the sustainability of its printed magazines, which include *Grazia, heat, Take a Break, TV Choice, Closer* and *Empire*.

"We are proud to support the Love Paper campaign and showcase the sustainable story of our printed magazines," said Gareth Jones, Paper Manager at Bauer Media Group. "Our commitment to sustainability is ingrained in our corporate values. By using the Love Paper logo, we hope to educate our customers about the environmental attributes of our magazines and inspire others in the industry to do the same."

SHOW YOUR SUPPORT

Companies such as Bauer have joined the Love Paper initiative to demonstrate their commitment to print and its wide range of sustainable and attractive attributes. The campaign presents consumers with the facts about paper in a simple and friendly way, from its environmental credentials to its ability to help with learning and enhance creativity.

As an immediate stamp of authenticity, the Love Paper logo offers a clear, eye-catching way to tell customers that a company cares about the environment and uses products from an inherently sustainable source. Whether you're a global media business, a retail brand or part of the print and paper supply chain, the logo tells consumers the great environmental story of paper products, as well as encouraging them to find out more about the paper industry.

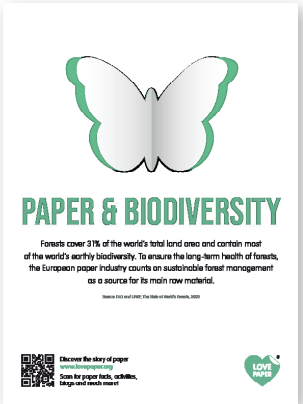




"The Love Paper logo is a great way to complement and enrich existing sustainability pledges and environmental labels," explains Josh Birch, Campaign Manager of Two Sides UK. "Brands can use the Love Paper branding on their own print marketing materials and paper-based packaging, then consumers will see that same branding on a full-page advert in their favourite newspaper or magazine. This is unique for any environmental initiative."

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To find out more about the Love Paper campaign, go to lovepaper.org







We reveal the highlights of the 2023 Two Sides Power of Print Seminar, a rich mix of industry information, key insights and Spice Girls records

THE PAST, PRESENT AND FUTURE OF PRINT



THE 2023 TWO SIDES POWER OF PRINT SEMINAR delivered plenty for everyone involved in the print, paper and paper-based packaging industries this year, blending inspiration and creativity with cold, hard facts. For those gathered in Stationers' Hall in London in November, it offered plenty of proof of the value of print, not only now but years into the future.

Opening the seminar, Charles Jarrold, Chief Executive of the British Print Industry Federation (BPIF), provided a detailed overview of the current state of the print industry. With a turnover of £13.7bn at the start of 2023, up 8% from £11.7bn at the same time in 2021, the industry is well on its way to recovery following the pandemic. However, confidence remained fragile moving into Q3, with a shortage of employees now the main constraint on businesses.

Mark Davies, Managing Director (Doordrop) of Whistl, then took a deep dive into digital marketing and how print can solve many of its current challenges. With third-party cookie deprecation, brand safety and ad fraud all weighing heavily on the average marketer's mind, the high trust value people place in print is a strong reason for brands to use more mail in their campaigns.

EMOTIONAL RESCUE

While Charles and Mark focused on the facts, Mathew Faulkner, EMEA Marketing & Innovation Director, Wide Format Printing Group, at CANON Europe, investigated the emotional side of print. What he found was that print taps into positive emotions such as anticipation, surprise, joy and trust, and offers a customer experience that's comfortable, frictionless, inviting and personal.

Using a series of case studies that reveal how digital print can target the "evolutionary hardwiring" of humans to make them more comfortable, such as forest views in city centre hospitals, Mathew finished by urging the room to "put emotional connectivity at the centre of your thinking."

Next up was Ian Gibbs, Data Director of JICMAIL, who revealed the trends that are currently driving the marketing sector. Among those trends are an increase in short-termism thanks to the cost-of-living crisis, consumers becoming more price-sensitive, and a decrease in customer loyalty. All that results in a desire for brands to gain more attention from consumers – something print mail has the power to do.



"PUT EMOTIONAL CONNECTIVITY AT THE CENTRE OF YOUR THINKING"
MATHEW FAULKNER, CANON EUROPE

A PACKAGE OF PAPER DELIGHTS

As Packaging Development Leader at IKEA, Maja Kjellberg has a central role in defining how the furniture giant uses print and card to boost the value and sustainability of its packaging. Using over a million tonnes of packaging a year across four billion packages, as well as eight billion labels, IKEA primarily uses paper-based materials (91%) over plastic (9%) – a gap that will







Main image: Over 200 delegates were packed into Stationers' Hall in London to listen to speakers such as Mark Shayler (above) and event host Jonathan Tame (left)

further increase as it phases out plastic to be completely plastic-free by 2028. Demonstrating the company's commitment to paper-based packaging, even IKEA's pallets are made of paper, saving the company around €50m every year.

After lunch, Simon Heppner, the founder of carbon accounting and climate action platform Net Zero Now, took the packed room though what net zero actually means before explaining why taking action on net zero makes good business sense and how to get started. Citing the 2022 IPCC report, Simon described the perilous state the world is in when it comes to carbon emissions. "Since current annual global emissions are around 42 $GtCO_2e$ and the remaining carbon budget for a 50% chance of keeping warming to 1.5°C is around 250 $GtCO_2$, we have just six years left," he warned.

SPICE UP YOUR LIFE

Within the first few seconds of the presentation from Mark Shayler, owner of creative agency This Is Ape, it was clear that he likes music. From the opening bars of Lionel Richie's Hello, through the early days of rock n roll, The Beatles, David Bowie, punk, hip hop and girl power, all the way to Psy and Gangnam Style, Mark provided a history lesson in music to make the point that real creativity learns from the past and improves it.

Mark's point was that digital media has made everyone involved in its creation not thoughtful enough and that the real creativity still lies in print. After a series of great examples of creativity, he implored everyone to "move hearts and minds" and "use creativity to imagine a better world."

Henry Coutinho-Mason is a leading authority on consumer trends and artificial intelligence (AI), and took the delegates through the latest work in AI and the various ways companies are using it. But while no one can deny the relentless pace of technology, Henry provides a bit of reassurance by stating: "We're the same old humans with the same old human needs."

The key is to take the time to understand AI and work out which tasks you can use it for. It won't be suitable for everything, but it has the potential to help you, your business and your customers.

Finally, Anna Papagrigoraki, Sustainability Director of the Confederation of European Paper Industries (CEPI), presented the key points of the latest EU environmental legislation and the ongoing review of the Packaging & Packaging Waste Directive. Aimed at tackling the increasing amount of packaging waste and driving the design for the re-use and recycling of packaging, the main policy measure of this regulation states that all packaging must be reusable or recyclable by 2030.



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To download the complete set of presentations and audio recordings of all speakers at the 2023 Two Sides Power of Print seminar, go to twosides.info/power-of-print-2023



WHAT'S IN STORE FOR 2024?

After a turbulent 2023, we pick the brains of our finest industry experts about their predictions for print, paper and paper-based packaging



PHILIP RICKETTS/ WHOLESALE COMMERCIAL DIRECTOR/ ROYAL MAIL MARKETREACH/

THE PAST 12 MONTHS have been quite a volatile time in a difficult world in which consumer spend has been constrained. Organisations have had to adapt their approach to deal with that, which has changed the way they have used mail for different reasons and purposes.

While the overall advertising market is in a relatively low period of growth, there are lots of things to be positive about mail. If we get finally the Data Protection and Digital Information Bill approved through Parliament, that will give a lot of our customers the confidence to return to cold mail, which they haven't used since GDPR changed because of concerns about legislation.

There are a number of major trends we are seeing at the moment. For mail, these trends are based on automation, the creation of mail and how brands send their data to printers. This is increasingly being driven through major marketing automation platforms.

We're also seeing a lot more use of technology in mail, from the humble QR code all the way up to virtual reality. Many brands are investing a lot in consumer interaction and how they can drive people from physical mail to an online environment in a seamless and integrated way.

We are also seeing a lot more investment in measurement, whether that's econometric or just simple attribution. Brands want to understand how mail impacts on other metrics and other channels, as well as overall campaign performance. We're seeing a lot of growth and opportunities in programmatic mailings and are growing our volumes in ongoing, always-on marketing programmes.

For Royal Mail, the success of next year will ultimately depend on the macro trading position and how well different sectors and different industries perform. There's a lot to be optimistic about, but equally, there are lots of things to navigate our way through in that 12-month period.



CHARLES JARROLD/ CHIEF EXECUTIVE/ BRITISH PRINTING INDUSTRIES FEDERATION (BPIF)/

2024 WILL BE DEFINED by two major events: for the industry, Drupa, and more widely, a general election and quite possibly a change of government. Drupa features as a must-attend as it's one of the best ways to see first-hand what the industry regards as priorities for the future. I suspect that for commercial print, it's best defined by 'to the right person at the right time', using creativity and production excellence to grab attention. That's what print does brilliantly.

No doubt we'll see all this together with a strong ongoing emphasis on ensuring that we all work to minimise adverse environmental impacts.

Broadly, the election will play out against a backdrop of reducing interest rates and inflation, bringing to the fore the more typical concerns and opportunities for the sector: attracting and developing skills, improving core business efficiency, optimising investment and so on.

We've seen demand for skilled apprentices continue to grow, a trend that will continue, and we'll also see the continued development of targeted print backed up by strong analytics and an understanding of how best to use print in the mix.

It's going to be interesting to see how AI supports that, as I strongly suspect we'll see it playing a greater role as a useful decision tool.



PETER JOLLY/ COUNTRY MANAGER UK AND IRELAND/ HP INDUSTRIAL/

FROM A HP perspective, commercial print has recovered well in the UK through 2023. Our UK industrial business was hit hard by the pandemic compared to other regions, but we've recovered better than some European countries. When the going gets tough in the UK market, our innovation and drive is unlike no other.

During economically difficult times, the shift to digital print technologies is usually accelerated, and we are experiencing that across our core commercial print, packaging and labels markets.

We've seen a definite change in how our existing commercial print customers are operating. Web-to-print has always been around, but it's really stuck post-COVID thanks to the way print buyers are now purchasing print. The majority of our top-volume customers are online print businesses. There's also a huge interest in our inkjet offering because it fits in well with the demand of web-to-print. It suits a certain part of the market that is particularly price- and speed-conscious.

For the print industry as a whole, Drupa is going to be the big event of 2024. It will define buying cycles and technology launches. Since there was no event in 2021, this could be the biggest Drupa ever. A lot of people who joined the industry in the last five years have never been. It's going to be the World Cup of print and will define much of what happens next.



ANDY BARNETSON/ EXECUTIVE DIRECTOR – COMPETITIVENESS/ CONFEDERATION OF PAPER INDUSTRIES (CPI)/

IN 2024, packaging legislation is going to be significant. In the UK, we've got Extended Producer Responsibility, which is changing to make packaging suppliers responsible for the payment of kerbside collection. At its heart is the government wanting £2bn of packaging supply chain money to go into public coffers. In my opinion, it's being driven by financial calculations, but the intention is that packaging will be designed to be more recyclable.

In the case of cardboard packaging, how do you make the cardboard box more recyclable? It's already eminently recyclable. More than 80% of all cardboard in this country that can be recycled is already being recycled. We could increase by a few percentage points but not much. So we're in detailed discussions with the government about the course of action they are taking, which, with 'Simpler Recycling', we believe is the wrong way.

In Europe there's the Packaging and Packaging Waste Regulation (PPWR), which has sought to introduce very high targets for reusable packaging, which is not always the best option as it brings more plastic into use.

On the bright side, I'm optimistic that we will come out of the cost of living crisis and people will return to more traditional spending patterns. Does that mean more packaging? Not necessarily. It will mean better packaging. It means industry and the government working together with associations such as ours and Two Sides to identify the right way to go, whether that's between materials or sectors for the supply chain.

So there are good times ahead. Some challenges, certainly, but if we work together to communicate effectively then there's every opportunity for more growth for paper-based packaging as companies move from plastic to paper.



"MORE THAN 80% OF ALL CARDBOARD IN THIS COUNTRY THAT CAN BE RECYCLED IS ALREADY BEING RECYCLED. WE COULD INCREASE BY A FEW PERCENTAGE POINTS BUT NOT MUCH"
ANDY BARNETSON



JONATHAN TAME/ MANAGING DIRECTOR/ TWO SIDES/

THE KEY outcome of COP28 in December 2023 was the orderly transition away from fossil fuels towards a climate-neutral energy system. The global focus on the environment and spotlight on our industry has never been higher, with the forthcoming European Packaging and Packaging Waste Directive and the EU Deforestation Regulation, which requires that fibre must be traceable back to its specific source, providing significant challenges ahead for the industry to adhere to.

We continue to see a rise in greenwashing, which involves companies encouraging consumers to go paperless using sensational and misleading statements that demonise paper, implying that digital media is somehow free of consequence.

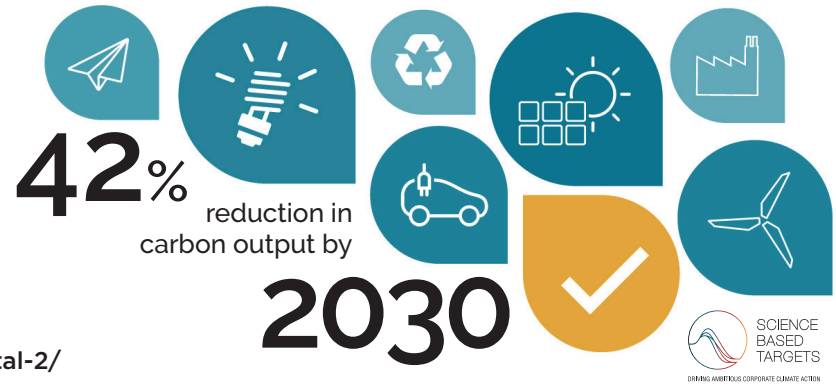
In 2023, Two Sides engaged with and successfully removed the messages of 26 businesses, including Admiral, British Gas and John Lewis. With many organisations determined to reduce their costs by pushing customers to digital using false environmental messaging, this will remain a major focus of our work in 2024.

Our 2023 research shows just 15% of European consumers understand that forests in Europe are growing, while only 18% understand the high recycling rate. Far from waste, paper is a natural, renewable and recyclable material, and an important part of the circular economy.

We call on the industry and brands to use the Love Paper logo to tell the great sustainable story of our products, whether it's a book, magazine, newspaper or paper-based packaging.

HEALEYS PRINTERS

https://healeys-printers.co.uk/environmental-2/



Atte

Getting your customers' attention and keeping it is the Holy Grail of marketing. Now attention metrics shows that print is one of the best performers

AS THE SHEER AMOUNT of commercial messages we see every day rises, marketers must look harder than ever for quality amid the quantity. To achieve genuine cut-through requires focused engagement on the part of the consumer, which is why attention metrics is the hottest area in marketing right now.

Attention metrics have grown in popularity across the world over the past few years. In November 2022, ad industry magazine *The Drum* called attention metrics 'The new marketing must', while a survey by the Interactive Advertising Bureau in the US published in the same month found that over a third of American ad buyers said they would focus more on attention metrics in 2023.

DO WE HAVE YOUR ATTENTION?

For attention metrics, the quality of attention is key. Last year, research organisation RAM (Research and Analysis of Media) aggregated the results of more than 5,000 adverts from over 800,000 responses in UK and Ireland. It tested not just for recall, but for 'high attention' recall – the kind where consumers don't just remember the ads but also key details.

The study's first set of results was from the food and drink sector. It was found that high-attention consumers are a startling 60% more likely to take action than the average. The banking and finance sector followed, where it was found that the spike was a still very impressive 49%. All powerful support for the idea that effective advertising depends not just on attention, but sustained engagement.

DIRECT MAIL GRABS GEN Z

When it comes to obtaining the attention of consumers and, more importantly, holding onto it, recent evidence has shown that print performs well on a number of fronts. As the world recovered from the pandemic in 2021, light was shed on the enduring effectiveness of direct mail. A World Advertising Research Centre (WARC) survey found that this channel's ability to capture both the sensory and mental attention of readers resulted in an engagement rate of 95%. It also found that, contrary to the popular notion that print engages older demographics most effectively, Gen Z was the most likely to engage with direct mail.

More recently, WARC joined forces with Royal Mail's Marketreach and the BlueYonder agency to conduct another survey that revealed that people are highly focused when



Above: The tactical print ad by Asda was in response to vegetable shortages in early 2023, while (right) delivery brand Gorillas used the Partygate coverage to add power to its campaign

tion!



"IN A WORLD WHERE THE BATTLE FOR ATTENTION IS BECOMING EVER HARDER TO WIN, WE'VE FOUND THAT NOT ONLY IS MAIL HIGHLY EFFECTIVE AT GENERATING ATTENTION, IT'S ALSO ONE OF THE MOST COST-EFFICIENT CHANNELS AT DELIVERING AGAINST THIS OBJECTIVE"
PAUL STRINGER, WARC

looking at a piece of mail. Nearly two-thirds (63%) of respondents claimed it attracted their undivided attention.

These findings were complemented by a JICMAIL study, which found that the average direct mail item generates 108 seconds of attention across 28 days, with business mail achieving an impressive 150 seconds.

"In a world where the battle for attention is becoming ever harder to win," said Paul Stringer, WARC's Managing Editor, Research & Advisory, "we've found that not only is mail highly effective at generating attention, it's also one of the most cost-efficient channels at delivering against this objective. This is a good time for marketers to reconsider the role of mail in the media mix."

TURNING HEADS – AND KEEPING THEM TURNED

Another area in which print's ability to catch the eye has been noticeably successful is reactive print ads, many of which have made light of current events in a way other channels would struggle to pull off.

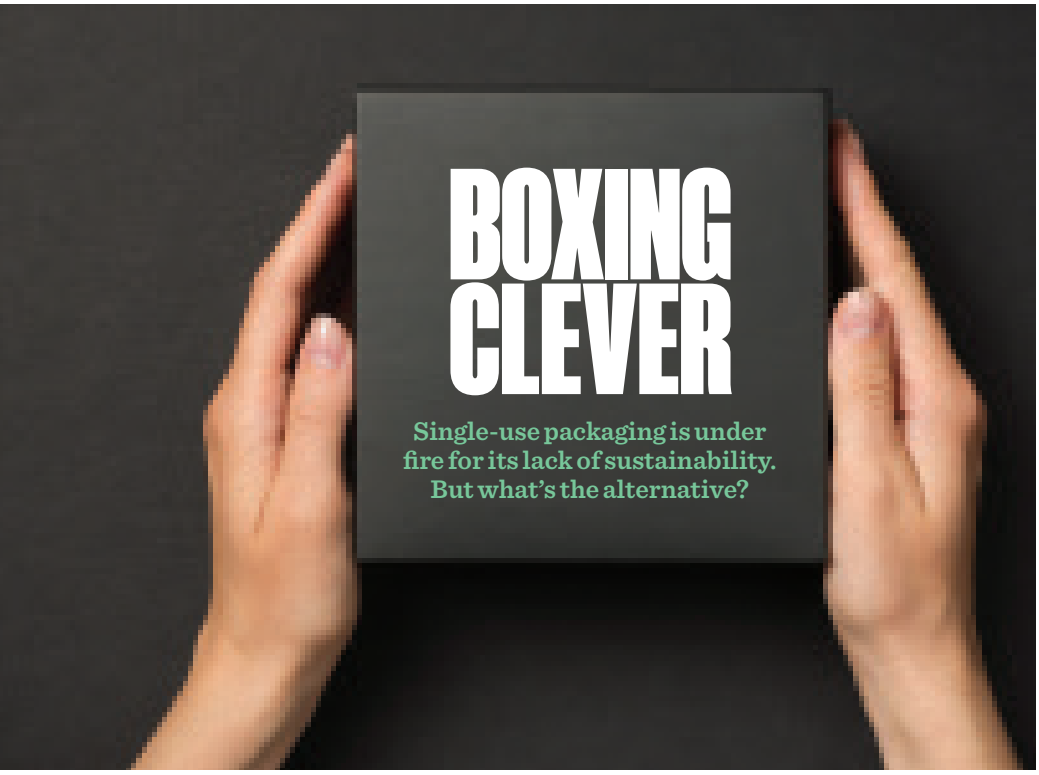
"Marketers retain a special place in their hearts for a witty ad contextually placed within newsprint," said *The Drum*'s John McCarthy in their March 2023 edition. "The layers of trust the medium affords and the implied effort in getting the comms onto the page signal to readers a worthy message."

McCarthy was pointing towards retailer Asda's promotion of a new vegetable policy, where they teamed up with Havas and Spark Foundry to run an ad with the memorably punning headline 'Romaine Calm' in response to widespread coverage of vegetable shortages.

Similarly impactful were adverts such as the cheeky Butterkist ad positioned next to newspaper coverage of the 'Wagatha Christie' libel trial. The ad referenced the meme-friendly notion of people settling down with popcorn to watch and enjoy the trial, as if in front of a Saturday-night movie.

Then, in April 2022, grocery delivery brand Gorillas positioned their 'Westminster Loves Popping Off' ad next to print coverage of 'Partygate' in April 2022, which featured the image of a Boris-esque figure partying with a champagne cork for a head. It's a juxtaposition that works so well in print.

All of which points to the fact that when you need to really grab your target market, print should be the first port of call.



BOXING CLEVER

Single-use packaging is under fire for its lack of sustainability. But what's the alternative?







"REUSABLE AND SINGLE-USE PACKAGING BOTH HAVE ESSENTIAL ROLES IN PROTECTING, PRESERVING, TRANSPORTING, STORING, DISPENSING, IDENTIFYING AND DISPLAYING CONSUMER PRODUCTS"

WITH GOVERNMENTS, companies and organisations all over the world grappling with decarbonisation and the use of more sustainable materials in all areas of life, there's an increasing focus on single-use packaging – especially plastics. But while a lot of single-use plastic can be replaced with 100% recyclable paper or card, there are many products that require high-barrier, multi-layered packaging that demands more complex recycling processes.

So if we are to get closer to a closed loop system, should packaging remain single-use or should we be moving towards reusable, returnable and refillable containers to protect and preserve our products?

REGULATION ISSUE

Right now, the European Packaging & Packaging Waste Regulations (PPWR) and Extended Producer Responsibility (EPR) policy are under review. Together, they aim to tackle three core challenges:

1. *Reduce the generation of packaging waste.*
2. *Promote a circular economy for packaging in a cost-efficient way.*
3. *Promote the uptake of recycled content in packaging.*

Of the traditional packaging materials, paper-based is the most recycled, with a current average European recycling rate of 83% (compared to 81% for aluminium, 80% for glass, and less than 30% for plastic). Today the global corrugated box sector consumes around 190 million tonnes of paper, collectively worth over £149 billion, and is predicted to grow by 6.4% by 2028.

But while paper-based packaging has a fantastic recycling rate as well as environmentally friendly manufacturing methods, for those products that require barrier layers to prevent leakage or contamination, such as food or medication, it's still challenging to recycle.

DO YOU WANT SUSTAINABILITY WITH THAT?

Within the takeaway food sector, the use of reusable cups and bottles has grown in popularity, and there are some that say food packaging could go the same way. A number of fast-food companies such as McDonald's France are currently running trials in reusable food packaging, but there are issues around the economic viability of collecting, cleaning and reusing millions of pieces of packaging every day.

Mass adoption of reusable packaging is more likely to happen for home and personal care products, such as cleaning liquids or shampoos, and companies such as Unilever are currently trialling reusable steel bottles for its clothes washing liquid. With the right amount of design and marketing investment, these trials could become more widespread, as long as convenience and quality are not compromised and there are plenty of incentives to adopt.

Another solution used by home delivery companies such as Riverford Organic Farmers is to use durable, paperboard trays or boxes, which can be used over ten times before they need recycling. A fraction of the cost of a reusable plastic container, these provide companies with a more cost-effective solution to the problem of single-use food packaging.

SO WHAT'S THE ANSWER?

Like many things in life, the answer lies in a combination of factors that will differ from sector to sector and application to application. Reusable and single-use packaging both have essential roles in protecting, preserving, transporting, storing, dispensing, identifying and displaying consumer products. Selecting the best option should be decided on a case-by-case basis, taking into account all variables and reviewed regularly.

Whatever the solution, the first priority should always be the environment and whether your solution is making a positive and lasting impact on climate change. Get that right and you're already halfway there.

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To find out more about reusable packaging, go to twosides.info/information-articles





WHY PRINT IS PERFECT FOR PROCESSING

IN-DEPTH NEUROSCIENCE research has provided more proof that reading print results in greater comprehension of information and ideas, but this time the research explains why.

Published in the National Library of Medicine, the study set out to understand the differences in brain activation when reading from a screen compared to a piece of paper. Data was gathered using electroencephalograms (EEGs) and analysed using spectral analyses in the brain regions related to language, visual processing and cognitive control.

While we already know that reading on print improves comprehension, the study aimed to identify the neurobiological processes that result in comprehension, and why print achieves it better than digital media. What it found was that "printed-paper reading was accompanied by significantly greater energy in the higher frequency bands (beta, gamma) resulting in less distraction and better comprehension, while reading from the screen was related to lower frequency bands (theta, alpha), resulting in higher levels of distraction and lower comprehension."

It's all to with daydreaming: when text is presented via a screen, people daydream more and are less able to focus on what they are reading. In print, they daydream less and focus more, improving comprehension and able to maintain accuracy in detail.

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To read the study, go to bit.ly/EEG-study

"THE STUDY AIMED TO IDENTIFY THE NEUROBIOLOGICAL PROCESSES THAT RESULTED IN COMPREHENSION, AND WHY PRINT ACHIEVES IT BETTER THAN DIGITAL MEDIA"

SENIOR MARKETERS RAVE ABOUT MAIL

Rory Sutherland, Vice Chairman of Ogilvy UK, has recorded a series of video interviews with some of the UK's top marketers to talk about the benefits of direct mail. Commissioned by Royal Mail, the series features Lis Blair, CMO at MoneySuperMarket, talking about adding direct mail to the mix; Pete Markey, CMO of Boots UK, revealing his personal secrets behind direct mail; and Ellie Norman, CCO at Manchester United, discussing how mail can build strong positive associations to change consumer perceptions.

Season One of the 'Mail Unleashed' campaign has already delivered impressive results, with almost 15m impressions and 1.7m video views, while Season Two promises to "unlock a world where direct mail takes centre stage, captivating recipients with its impact."

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Watch all Mail Unleashed videos at marketreach.co.uk/mail-unleashed



From receipts that detail the carbon emissions of your purchase to metal-free RFID tags, we

FRESH THINKING





SNACK SHIFT

The latest food brand to switch from plastic packaging to paper is Walkers, which is converting the outer bag for its Baked multipacks following a successful trial. The company that owns the brand, PepsiCo UK and Ireland, states that the paper bag can be widely recycled in home recycling bins and the change will reduce its use of virgin plastic by 180 tonnes a year.

"We are constantly innovating new ways to remove virgin plastic in our packaging," said Gareth Callan, Sustainable Packaging Lead at PepsiCo UK and Ireland. "It's exciting to see our successful trial of this paper pack lead to a nationwide roll-out. At this scale, the new packaging will deliver a huge reduction in virgin plastic, while also helping to lower our carbon footprint."



gather the latest examples of paper and print in action

ONE PURCHASE, TWO RECEIPTS

Fashion brand Asket has begun issuing a carbon emissions receipt alongside its standard transaction receipt when customers buy one of its items. With a mission to fight the wastefulness of seasonal collections that fuel fast-consumption habits, the Swedish brand will now issue two receipts with every purchase.

The impact receipt will break down the environmental impact and cost of every Asket order, detailing the CO_2 emissions, water usage and energy consumption required to make each garment, as well as the impact associated with the packaging and shipping choices.

"The aim is to encourage not only ourselves but also our customers and the industry as a whole to think about the environmental debt we're creating," said Sarah Arts, Head of Marketing for Asket. "But more than just disclosing information, we want to help people keep track of their consumption-based footprint."







A RIGHT ROYAL WELCOME BACK

Sky are known for their creative use of mail, and their King's Coronation mail pack has not only earned them a nomination for a DMA Award but a serious uptick in customer action. The mailer consisted of a personally addressed gold envelope containing a gold-bordered invitation requesting the attendance of the recipient at "a celebration of glorious entertainment". This celebration was to take place at a familiar venue: the recipient's own home.

The piece of mail also offered "a majestic discount" to welcome back ex-customers "into the immersive Kingdom of Sky Signature and Netflix." Recipients were invited to "sink into the sublime comfort of your cushioned throne and feast on the latest shows fit for royalty."

Sent to 350,000 Sky customers earlier this year, the results achieve a 105% better performance than the brand's standard mailings. "It proves the power of a simple but well executed and beautifully crafted idea, and the effectiveness of using mail in fresh, surprising and interactive ways over the long-term," said Nigel Edginton-Amor, Creative Director, Copy of Sky Creative.

THE LONG LONG READ

While many newspapers are ploughing a lot of resources into digital and audio media, *The Guardian* has returned its *Long Read* magazine to paper form. Having been a part of the newspaper for years, the print version has been relaunched as a 'bookazine', available in book shops as well as the newsstand, with luxurious paper stock and top-end design housing its 55,000 words.

"We know that for many people, myself included, when it comes to long, immersive pieces, reading in print – without the distraction of your phone or emails and notifications pinging in – is still the most satisfying reading experience, and one that should be cherished in a climate so saturated by disturbance," said Chris Clarke, Executive Creative Director of the title.

THE METAL-FREE CHIP

The problem of e-waste is growing, but while discarded devices such as IT equipment and smartphones are more visible, there is an increasing challenge with smaller items such as RFID tags. Used to track products around warehouses and stores, these tiny devices each contain a microchip and antenna. According to the latest report by consultancy IDTechEx, over 39 billion RFID tags are expected to be sold in 2023, most of which are single use, resulting in a lot of additional e-waste.

However, the London-based startup Pulpa-Tronics has a solution: a fully recyclable paper RFID tag. Made without microchips and metal, the innovative tag is formed using a laser thar inscribes a conductive circuit directly onto paper, with information stored in the paper circuit rather than a microchip. According to the company, each paper RFID tag offers a 70% reduction in CO_2 emissions compared to standard tag while being twice as cheap.

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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.

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