EXPLORING THE EFFECTIVENESS AND SUSTAINABILITY OF PRINT MEDIA IN THE UK | **MAY/JUNE ISSUE 25**

the page

drupa

THE WORLD OF PRINT IS OPEN FOR BUSINESS



The whole package
Europe's leading experts gather for the Two Sides Packaging Webinar

Jonathan Porritt
The environmental champion opens up about sustainability and climate change

Myths & Facts
Discover the new updated version of the popular Two Sides booklet

THE ISSUE IN NUMBERS

62 million

The amount of tonnes of e-waste produced in 2022 around the world / **p03**

40%

The percentage of online visits prompted by direct mail that result in purchase / **p03**

19

The number of Two Sides factographics available to share on social media / **p04**

150

The number of National Book Tokens available in the new Love Paper competition / **p05**

50

The number of years Jonathan Porritt has been involved in ecology / **p6**

1,500

The number of companies exhibiting at drupa 2024 / **p8**

65%

The percentage of people that have recycled more of their waste over the last 12 months / **p11**

94%

The percentage of recycled paperboard that Frugalpac bottles are made from / **p14**

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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www.twosides.info

www.lovepaper.org

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

Acorn Web Offset
Bahson Colour Print
Frugalpac
L&S Printing Company
Lenzing Papier GmbH
PM Solutions
PMG Print Management
PulPac AB
Rypax
Screen Europe (UK)
The Meliora Group
Weatherbys



E-WASTE TOPS 62 MILLION TONNES

THE LATEST Global E-waste Monitor has been released and it's not great reading for fans of the environment. The report shows that the world produced a record 62 million tonnes of e-waste in 2022, with just 22% of that waste being formally recycled. That's enough to fill over 1.5 million trucks, which would encircle the equator if parked bumper to bumper.

Defined as any discarded product with a plug or battery, e-waste is a health and environmental hazard, containing toxic additives or hazardous substances such as mercury, which can damage the human brain and coordination system.

The e-waste generated in 2022 contained 31 billion kilogrammes of metals, 17 billion kilogrammes of plastics and 14 billion kilogrammes of materials such as minerals and glass.

"This new report represents an immediate call for greater investment in infrastructure development, more promotion of repair and reuse, capacity building and measures to stop illegal e-waste shipments," said the report's lead author Kees Baldé. "The investment would pay for itself in spades."

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To read the Global E-Waste Monitor 2024 report, go to globalewaste.org



MAIL MAKES A BIG IMPACT

Jicmail has released its latest report into the effectiveness of mail, which shows that 40% of website visits prompted by direct mail are converted into online purchases. This demonstrates that mail has a crucial role in driving consumer action at a time when performance marketing is struggling to make an impact thanks to decreasing budgets and reduced consumer spending.

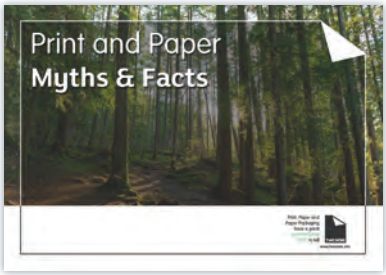
The Jicmail report for Q4 2023 also shows that direct mail prompts online searches plus emails to advertisers and app download and usage, as well as driving sales in bricks-and-mortar retail stores, with 2.3% of mail prompting an in-store purchase in Q4.

"The challenges faced by the British high street in Q4 have been well documented," explained Ian Gibbs, Jicmail's Director of Data Leadership and Learning. "For those advertisers who invested budget in mail, however, the channel did its bit, driving both in-store and online purchases at a time when it's getting harder and harder to stimulate immediate response from performance marketing activity."

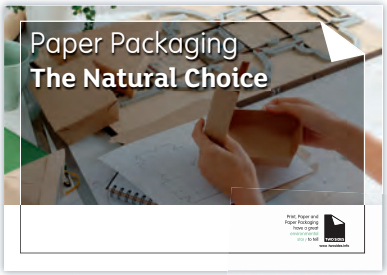
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To download the full Jicmail Q4 2023 report, go to bit.ly/Jicmail-Q4-2023

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UPDATE FOR MYTHS & FACTS BOOKLET

TWO OF THE MOST popular Two Sides resources, the Myths & Facts and Packaging Facts booklets, have been updated to take in the very latest research, facts and findings about paper and paper packaging, as well as the latest Trend Tracker report from Two Sides.

The new Myths & Facts booklet explores nine common myths, from 'European forests are shrinking' to 'Paper wastes precious resources', before busting those myths by using a series of irrefutable facts. Meanwhile, the new Packaging Facts booklet sets out eight clear reasons why paper packaging is the natural choice for brand owners, retailers and consumers.

Two Sides thanks Antalis, who supplied the paper for the print version of the new Myths & Facts booklet. In keeping with the booklet's content, Antalis chose the recycled Cyclus Offset paper, which has exemplary sustainable credentials.

"We are pleased to have supplied our premium Cyclus Offset for this highly informative booklet," said Katie Farr, Marketing & Communications Manager at Antalis, "which is designed to oust common environmental misconceptions, inspiring and informing businesses and consumers using engaging, fact-based information about the sustainability of print, paper and packaging."

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Download the new Myths and Facts booklet at bit.ly/TS-Myths-and-Facts

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Download the new Packaging Facts booklet at bit.ly/TS-Paper-Packaging



"WE ARE PLEASED TO HAVE SUPPLIED OUR PREMIUM CYCLUS OFFSET GRADE FOR THIS INFORMATIVE BOOKLET"
KATIE FARR, ANTALIS

GET SOCIAL

Along with the online and print booklets, articles, fact sheets, research and The Page magazine, Two Sides offers a range of social media content to showcase the sustainable facts about our industry and its products.

This content is available free to members to distribute through their own social media channels to inform their staff, customers and business partners about print, paper and paper-based packaging.

The content includes short videos, quick facts and images that can be easily shared, covering areas such as the recycling rate of paper, the growth of European forests and the renewable nature of the paper industry.

We suggest posting a piece of content at least once every month to ensure that the facts about print and paper continue to be seen and remembered.

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To access the full range of our social media content, go to bit.ly/Two-Sides-social-media







PRINT VS DIGITAL

The fascinating series of Insight articles by Two Sides is getting larger. The latest article tackles the widely debated subject of whether print or digital communications are best for the environment and society in general.

Whether it's companies pushing their customers to communicate online or schools and colleges using more digital resources for the education of children and students, there's been a gradual movement away from printed materials. But while it may be financially beneficial for the businesses and institutions involved, it may not be preferred by those using the materials.

Titled 'Which is Best, Digital or Print Communications?', the new Two Sides Insight article explains the issues involved and the facts about print and digital, with clear direction for organisations and individuals on how to choose the media that best suits them.

"This new Insight article enables people to make their own minds up about how they prefer to be communicated with," explains Josh Birch, Marketing Executive at Two Sides UK. "There are a lot of confusing messages out there about whether print or digital is better for the environment so we wanted to give people the facts."

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To download the fact sheet, go to bit.ly/TS-Digital-or-Print

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For more information about the Love Paper campaign, go to www.lovepaper.org



150 National Book Tokens to be won in the annual Love Paper competition

WIN WITH LOVE PAPER!

TWO SIDES is delighted to announce the return of Love Paper's National Book Tokens competition. We have 150 National Book Tokens gift cards worth £50 each to give away, which can be used in thousands of book shops across the UK.

Whether you're after the latest cosy crime thriller or want to refresh your air fryer recipes, £50 will go a long way to boosting your reading pile. To enter, go to the Love Paper website at lovepaper.org and answer three simple questions about the paper industry. All the answers are on the page – you just have to do a bit of digging!

"Our National Book Tokens competition is a proven way to engage consumers and give them the facts about print," says Josh Birch, Marketing Executive at Two Sides UK. "The popularity of print books continues to grow thanks to their ability to divert us away from screens and provide a truly relaxing experience. In addition, all the gift cards are printed on FSC-certified paperboard!"



To enter the Love Paper National Book Token competition, go to lovepaper.org/love-paper-2024-competition

LOVE PAPER LOVE FACTS

Love Paper, is focused on informing consumers on the sustainable and attractive attributes of print, paper and paper-based packaging.

The campaign aims to tell consumers across the world the many positive stories about paper, print and paper packaging, from its environmental credentials to its ability to improve mental wellbeing, learning and enhance creativity.

A new information sheet has been published that explains why the print industry should be using the Love Paper logo and on its paper-based products.

Titled 'Communicating the sustainable story of our industry and paper products', the fact sheet clearly describes the benefits of the logo and how it can be used.

Using the Love Paper logo on your communications, website, marketing materials, envelopes and paper-based packaging encourages consumers to find out more about the sustainability of print, paper and paper packaging.

And since the logo can only be used on paper-based products that are fully recyclable and sourced from sustainably managed forests or made of recycled fibre, it demonstrates your commitment to using natural and sustainable materials.

To download the fact sheet, go to bit.ly/TS-industry-info





"IT'S MINDSETS WE HAVE TO CHANGE"

Jonathan Porritt is one of the world's leading environmental campaigners. Discover his latest thinking around sustainability and the climate challenge

AS ONE OF THE MOST knowledgeable voices in the environment sector, Jonathan Porritt has a strong track record when it comes to campaigning for sustainability. With over half a century of highlighting the consequences of climate change, he now works with multinational corporations such as Unilever and Sky to improve their environmental values and practices.

"2023 was without a doubt the worst year ever in terms of manifestations of the climate crisis," Porritt said in a recent presentation for the Carbon Balanced Paper programme. "During 2023 and in the first two months of 2024, we've seen climate records being broken on an almost daily basis. It's astonishing to try and keep track of what is actually going on out there."

LIFELONG CHAMPION OF PAPER

Having been involved in the print and paper industry since he planted 70 acres of trees in New Zealand five decades ago, Jonathan Porritt understands the benefits of sustainable



"I'M AN UNAPOLOGETIC LOVER OF PAPER"
JONATHAN PORRIT

forestry and its positive effects on climate change.

"I'm an unapologetic lover of paper," he said. "I like to write everything on paper. I don't really like reading things on screen. For me, it's a really important medium and has been a vital part of my life."

However, while Porritt is very aware of the advantages of paper and the low environmental impact of the sector, he acknowledges that the wider public need clearer information about the production of paper.

'We're dealing with very low levels of basic awareness about some aspects of the paper industry," he said. "Surveys of environmental groups reveal disturbingly low levels of knowledge about the industry's processes and the whole value chain, and what we can do as individuals or organisations to help reduce that total footprint of the industry itself. It's mindsets we have to change as much as the technology.'

INCREASING AWARENESS

Porritt makes the connection between the public's lack of awareness about the sustainability of the paper industry and the challenge of getting politicians and policy makers to take the climate emergency seriously.

"What's happened is that we've been hearing about the climate emergency for so many years that we've become used to this drip-drip effect," he explained. "Another report, another data point, another disaster, another fire, another drought, another flood. We hear that new information and it sits front-of-mind for a short period of time, then just as quickly, we stash it away in the back of our mind. Because to do anything else with it would be disruptive to our lives.

"I believe this is what's happening to politicians. They have never really understood the significance of the climate phenomenon. They have always seen it as 'an environmental issue'. But climate change is not simply an environmental issue; it's about the future of our economy and the future of humankind."

AN EXISTENTIAL CRISIS

While Porritt isn't by nature a gloomy person – he has a typically British sense of optimism – his assessment of the climate crisis is very downbeat.

"The climate crisis is an existential crisis," he stated. "Because if we can't find ways of getting on top of this within the next 10 years, then we face this very scary risk of irreversible runaway climate change. That means that things will start to get worse, and as they get worse, we may reach a tipping point where one part of the complex interlocking system tips into another state. Once it's tipped, you're not going to tip it back again in timescales that are relevant to humankind's existence on this planet.

"A key part of this crisis is what's happening to biodiversity – the web of life on which we all depend. We are facing a situation where between one and two million species are at the risk of extinction. And during my lifetime as a sustainability campaigner, that number has just gone up and up."

THE GOOD NEWS

However, Porritt does see a way out. He's a great believer in the advances in technology and its ability to reverse the impact of climate change. "The technology shifts that have been going on in the last decade are incredible," he said. "We've now got opportunities to decarbonise every sector as fast as we possibly can and much faster than seemed possible 10 or 20 years ago."

He also has a message for print and paper companies that, while their environmental records are commendable, there's still more that can be done to reduce their emissions.

"We know there's been significant improvements in reducing the overall carbon footprint of the industry," he says. "But while it mostly relies on renewable energy to provide the primary energy, it still depends on roughly 30% of gas. So I want to ask how soon can the paper industry get rid of every last burn of gas that's being used in the industry today?"

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For more information about Jonathan Porritt, go to www.jonathonporritt.com







The global print trade show drupa is back and bigger than ever before. Discover what

It's showti

BILLED AS 'The must-attend event of the print industry', drupa returns to the Messe Düsseldorf in Germany on May 28, 2024. Held every four years, the previous drupa was cancelled in 2020 due to the pandemic, making drupa 2024 particularly important, not only for the 1,500 international companies expected to exhibit there, but the entire print, paper and packaging industries.

What drupa does is provide a vast amount of space for the world's leading print companies to showcase their latest technology, as well as provide forums for debate and discussion on vital topics such as sustainability, digitalisation, AI, recycling and the circular economy.

"Sustainability and digitalisation are the two biggest global mega trends that will impact our industry in the future," says Sabine Geldermann, Director drupa and Global Head Print Technologies of Messe Düsseldorf. "When we talk about sustainability, we also talk about the circular economy and recyclability, alongside the many other themes and topics that relate to the measures that need to be taken to meet the latest environmental requirements."

THE SUSTAINABLE ANGLE

The topic of sustainability will be high on the agenda for the large majority of visitors to drupa 2024, and is one of the five 'touchpoints' of the event. As a touchpoint, there will be a series of lectures, interviews, keynotes and panel discussions on topics ranging from how digital technology can enable sustainability to making it a competitive advantage for businesses and brands.

"In Hall 14, there will be a dedicated forum for sustainability," says Geldermann. "We have over 30 exhibitor partners joining industry experts to share their insights into how you can increase and meet targets for sustainable production."

Other touchpoint topics will be Packaging, which presents the latest developments in packaging design and production, as well as innovative new concepts by leading experts from all areas of the value chain. Then there's Textile, which features drupa's first ever textile design competition, added to enable young designers to present their ideas and visions to a professional audience.

"We are very keen to showcase the young talent and students that are working in all areas of the industry," explains Geldermann, "with a number of exciting and unique partner projects that will be displayed for the first time."

A GLOBAL INFLUENCE

While drupa certainly has a huge short-term effect on the industry, as large and small businesses from all over the world gather to exhibit and network in Messe Düsseldorf, it also has a significant long-term effect, with the deals made and insights shared having a sizeable influence on the future direction of the industry.

"2024 will be defined by two major events," said Charles Jarrold, Chief Executive of the BPIF, earlier in the year. "The first is a general election and the second is drupa. It's one of the best ways to see first-hand what the



"SUSTAINABILITY AND DIGITALISATION ARE THE TWO BIGGEST GLOBAL MEGA TRENDS THAT WILL IMPACT OUR INDUSTRY IN THE FUTURE"
SABINE GELDERMANN







to expect from this highly influential event

me!

industry regards as priorities."

Meanwhile, Pete Jolly, Country Manager UK and Ireland for HP Industrial, is expecting this year's drupa to be a hugely important for the print industry. "Because it missed a cycle in 2020, it could be the biggest drupa ever," he says. "I'm hearing that a lot of print businesses are going to take a significant amount of their staff this year, as opposed to just a few. It's the World Cup of print events and it's going to define what happens next in our industry."

UNIQUE ATMOSPHERE

For anyone that's been to drupa, they will recognise the special atmosphere that exists during the week-long event. It's a mixture of excitement and anticipation – excitement at the prospect of seeing the world's print community come together in a global celebration of the sector and what it can achieve, and anticipation of the results of this highly influential gathering of industry decision makers.

"Everyone must experience drupa for themselves," says Geldermann. "But it's unlike any other trade show. There's a power of innovation and strength with so many product launches and premieres, all done within a tangible climate of investment everywhere you go. It's truly a landmark event."

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For more information about drupa 2024, go to drupa.com

TWO SIDES at drupa

Jonathan Tame, Managing Director of Two Sides, will give a talk at drupa 2024 titled 'Print, paper and paper packaging - the natural and sustainable choice'.

During the talk, Jonathan will explain how Two Sides dispels the many myths that surround the paper industry and how the organisation provides the sector with resources and information about the sustainable nature of paper products.

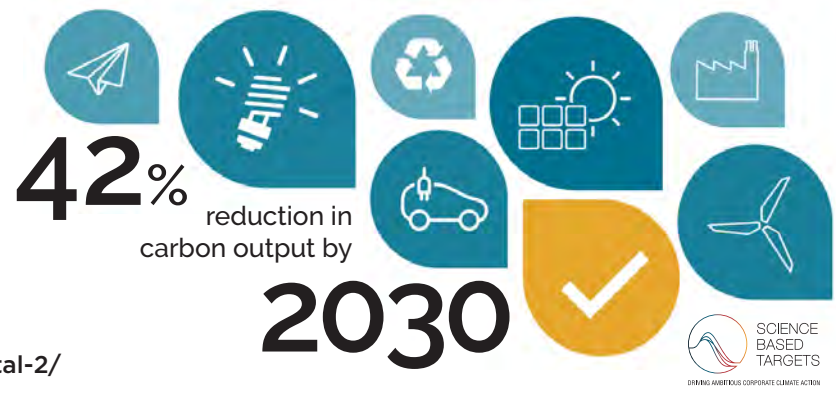
Jonathan's presentation will take place in The Cube, drupa's source of inspiration for innovation and growth in the print industry, and will join a line up that includes leading economist Vicky Pryce, Ogilvy Vice Chairman Rory Sutherland, and UCL's Professor of Earth Systems Science Mark Maslin.

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Jonathan Tame will be speaking at The Cube at drupa 2024 on Sat 1 June at 12.15pm

HEALEYS
PRINTERS

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





PAPER WINS IN PARLIAMENTARY DEBATE

Two Sides took a lead role in a prestigious print vs digital debate at Portcullis House

TWO SIDES had a key role in a recent Parliamentary debate held at Portcullis House, opposite the House of Parliament, to debate the motion that "Printed paper is the preferred medium of record whilst also a sustainable marketing communications format".

Sponsored by the Independent Print Industries Association (IPIA), the debate gathered four media experts – two on the side of paper, two on digital – and gave them eight minutes each to state their case.

Naturally, Jonathan Tame, Managing Director of Two Sides, was on the side of print and gave a rousing speech, putting forward the environmental case for the medium. He was joined by Richard Pepper, founder of the greetings card company Funky Pigeon, while John Booth, founder of sustainable IT consultancy Carbon3IT, and Emma Newman, Chief Revenue Officer EMEA of digital advertising firm PubMatic, were on the side of digital.

"Research by Two Sides shows that consumer perception of print, paper and paper packaging is that it has negative impacts on the environment and, that somehow, digital communications are consequence-free," said Jonathan to the packed room. "But just because an email or website isn't a physical object, it doesn't mean that it won't have an impact."

THE SUSTAINABLE OPTION

Jonathan went on to dispel three common myths associated with paper: that going paperless will save trees, paper is wasteful and goes to landfill, and paper production uses a lot of water.

Citing a series of facts that effectively dispelled each myth, including European forests are growing by an area equal to 1,500 football pitches every day and paper has a 71% recycling rate, he moved on to the concerning environmental issues related to the increase in digital media.

"The environmental impact of our ever-increasing digital world cannot be ignored," he said. "The ICT industry accounts for 5-9% of total global energy use, and it's estimated that this could increase to 14% of global emissions by 2050."

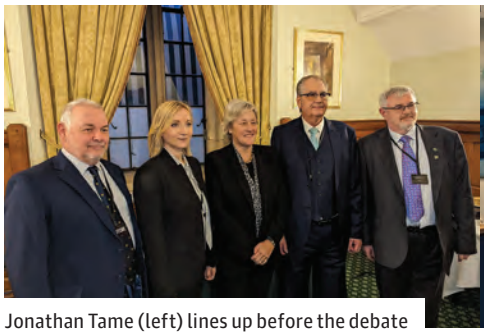
A CASE FOR DIGITAL

On the other side of the debate, John Booth focused on the efficiency of digital media, as well as its ease of distribution. He backed up his argument with the fact that many sectors, from banking and legal to marketing and media, had converted the majority of their operations and record keeping to digital.

"All the advantages of print are available in digital media," he said. "It has revolutionised many industries, offering real-time updates to ensure information is up-to-date and relevant."

Meanwhile, Emma Newman countered some of paper's environmental arguments by stating that most data centres run on renewable energy and digital media has no impacts from transport, thus increasing its sustainability.

Despite some compelling arguments, the motion was overwhelmingly carried in favour of print.







Jonathan Tame (left) lines up before the debate



A NEW SOURCE OF FIBRE FOR EUROPE

THE RECYCLING RATE of fibre-based packaging could be increased with the release of a whitepaper by CEPI Eurokraft, who work on behalf of the European sack kraft paper and paper sack industry.

Used by a number of different industries for storing and distributing large volumes of products such as flour, grain and building materials, around 5.3 billion paper sacks are used every year in Europe.

Since they are made from renewable raw materials with a large amount of virgin fibre, recycling these sacks would make a significant contribution to European recycling rates.

To investigate this possibility, CEPI Eurokraft and Eurosac commissioned independent research that demonstrates that unused and used paper sacks are, in fact, perfectly recyclable.

"Paper sacks are not only recyclable in standard, high-volume recycled paper mills, but they are a desirable component of the fibre furnish mix," concluded the whitepaper. "This will assist the paper packaging industry's efforts to achieve the recycling targets under the revised packaging and packaging waste directive and the 4evergreen target for 90% of fibre-based packaging to be recycled by 2030."

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To download the CEPI Eurokraft whitepaper, go to cepi-eurokraft.org

UK CHANGES ATTITUDE TO RECYCLING



Pro Carton has released a new survey that shows that people in the UK are recycling more waste than ever before, with two-thirds (65%) saying they have recycled more of their waste over the last 12 months, and 38% reducing the number of products purchased that are packed in plastic.

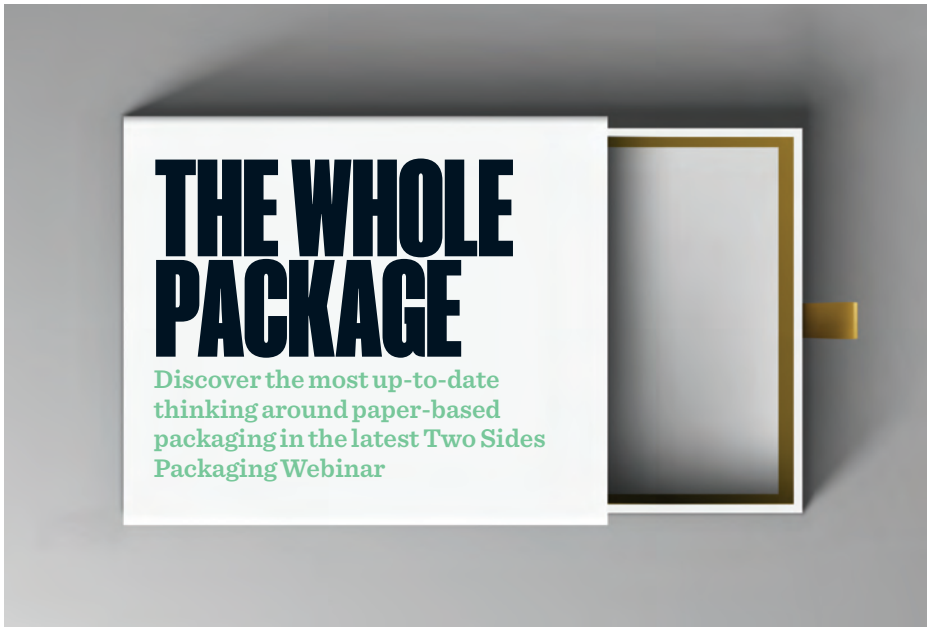
The European consumer packaging perceptions study surveyed over 5,000 consumers across Germany, France, Italy, Spain and the UK, to determine their attitudes towards the environment and perceptions of packaging, and found that 68% feel that climate change is the biggest issue facing us today – the highest percentage of all options – while 62% think that a sustainable lifestyle has become more important to consumers over the last two years.

The survey also found that:

86% feel confident about which packaging materials can be recycled

77% would choose products packaged in cardboard over plastic

71% think the best way to reduce climate change is by recycling



THE WHOLE PACKAGE

Discover the most up-to-date thinking around paper-based packaging in the latest Two Sides Packaging Webinar

THE LATEST Two Sides Packaging Webinar brought together ten experts in packaging from across Europe to deliver a series of fascinating presentations, each one providing key insights into the sector, from the latest stats about the packaging industry and design trends to new innovations and technology.

BRIGHT AREAS

First up, Neil Osment, Managing Director of research company NOA, delivered an overview of the European corrugated and folding carton markets. Osment showed a series of charts that highlighted the rise and fall in corrugated demand across Europe over the past three years, with the more resilient output of folding carton holding up until the end of 2022.

The bright area for Neil is in the replacement of single-use plastic with paper-based packaging, with a significant uptick in the beer and soft drinks market, alongside cleaning and laundry, chilled and dairy. "Plastic replacement is a constant and consistent opportunity for the packaging industry," he said. "So my rallying call to everybody is let's go design and invent!"

The huge potential of paper-based packaging was echoed by Tony Lock, the UK & Ireland Business Manager for HP. Tony delivered a rousing presentation that extolled the virtues of digital printing, first stating that, according to Accenture, digital print reduces the world's annual packaging waste by 30%. He then went through the latest trends in digital print and how they could completely change the packaging industry as it moves to smaller, on-demand print runs. Personalisation, waste reduction, brand protection and the influence of young people would all result in huge growth for digital print.

SUSTAINABILITY AND DESIGN

As someone with an MSc in pulp and paper chemistry, it's clear that Karl Axnäs, the Head of Service at Stora Enso, knows his stuff when it comes to paper-based packaging. His presentation concentrated on the company's work in formed fibre solutions and their potential to replace single-use plastic. Currently working with a series of suppliers and customers, he states that this solid fibre-based packaging offers 60% less emissions than plastic, with 75% less machine downtime for cleaning compared to traditional tooling.

Following Karl, Dane Whitehurst, the Creative Director at Burgopak, gave the online audience an insight into the design process of creating a piece of packaging, as well as the latest design trends. Along with sustainability, the huge influence of online unboxing videos has made packaging design a crucial area for brands.

"People want beautiful things that make their lives better and enjoyable, but they also want society to take accountability for our planet," said Dane. "I believe we're moving to a time where sustainability is inextricably linked with the notion of good design."

SWEDISH SOLUTIONS

For the final section of the seminar, the delegates were transported over the North Sea to Sweden, first to listen to Elin Furelid from The Absolut Company, then to Maja Kjellberg from IKEA.

As the Director of Future Packaging at The Absolut Company, Elin has a central role in driving innovation for Absolut Vodka, Sweden's largest drink export. Present in over 100 markets globally, Absolut has a reputation for innovation and appealing to the younger generation, so it was perhaps no surprise when it announced it was trialling paper bottles.

While glass has a potentially infinite lifetime when recycled properly, paper offers a lower carbon footprint, a higher recycling rate and a lighter weight. "Our vision is for a 100% biobased paper bottle recyclable in the paper stream," explained Elin.

Finally, Maja Kjellberg, Packaging Development Leader at IKEA, explained the importance of paper-based packaging to the global furniture giant from both an operations perspective and sustainability. After reeling off a series of impressive stats (the company uses over a million tons of packaging a year across four billion packages and eight billion labels), she then delivered an update on IKEA's work to replace plastic packaging with paper.

"We have gone from 70 million kilos of total plastic usage in 2020 to 40 million in 2023," she said. "But we still need to minimise our plastic use even further, and our ambition is that IKEA should be plastic-free by 2028."

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To listen to the presentations from the Two Sides Packaging Webinar, go to twosides.info/packaging-webinar-2024



ELIN FURELID



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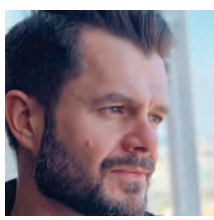
MAJA KJELLBERG



TONY LOCK



KARL AXNÄS



DANE WHITEHURST



MARIE KONDO REVEALS THE MAGIC OF PAPER PACKAGING

GLOBAL ORGANISATION queen Marie Kondo has teamed up with pasta brand Barillo to demonstrate the magic of reusing cardboard packaging to ship second-hand clothes. The bestselling author of *The Life-Changing Magic of Tidying Up* has recorded a series of tutorials in which she demonstrates how to fold clothing of different sizes into pasta boxes as a sustainable alternative to plastic.

Barilla's campaign was inspired by real second-hand sellers who wrote about using old Barilla boxes to ship their clothes on social media.

"Connecting this strategic input to the tidying skills of an icon like Marie Kondo set up the creative magic of this project," said Bruno Bertelli, global CEO of creative agency Le Pub. "This brings attention to the issue and inspires people to act daily."

Barilla has also boosted its sustainable practices in its business, such as producing its distinctive blue boxes with more than 99% of paper sourced from responsibly managed FSC-certified forests.

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To see Barilla's Marie Kondo videos, go to youtube.com/watch?v=G5DdU1_gZvM



FIBRE BOTTLE NOMINATED FOR EARTHSHOT PRIZE

Packaging company Cullen has been nominated for the prestigious Earthshot Prize - the global environmental award whose winners are selected by a panel that includes Prince William and Sir David Attenborough.

Recognised in the Waste-Free World category, the nomination was for the company's fibre bottle, a fully recyclable and compostable container made from waste corrugated paper that has a 62% lower CO_2 emission rate compared to polystyrene and a 15% lower rate than PET.

Made from moulded fibre, the bottle offers a recyclable packaging solution for homecare products, vitamins, dried foods and healthcare products, the majority of which currently use single-use plastic packaging.

"We're honoured to be recognised by the Earthshot Prize as one of the top game-changing innovations that will help us repair the planet," said David MacDonald, Chief Executive of Cullen. "We all know the damage single-use plastic can cause. However, we also understand that businesses need a scalable and truly recyclable alternative to replace it, one that can be implemented quickly and efficiently."

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To find out more about the Earthshot Prize, go to earthshotprize.org

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FRESH THINKING

From a cardboard ramp for a paralympic sport to sustainable cable ties, we bring you the latest innovations in paper and card



SUSTAINABLE SPIRITS

New Two Sides member Frugalpac has launched arguably the world's most sustainable spirit bottle. The sustainable packaging company, whose mission is to decarbonise the food and drinks industry, is providing the Welsh spirit company Grounds For Good with its paper Frugal Bottles to safely and securely package gin made from used coffee grounds.

Made from 94% recycled paperboard, Frugal Bottles have a carbon footprint up to six times lower than a glass bottle, as well as being five times lighter than one. This exciting collaboration comes just a few weeks after Aldi announced that it was to become the first UK supermarket to stock its own-label wines in Frugal Bottles in their UK stores.

Frugalpac's partnership with Grounds For Good marks a significant step forward for the spirits industry, combining eco-friendly packaging with exceptional taste.

"We use recycled paper to make our Frugal Bottles and they use used coffee grounds to make their amazing gin," explained Frugalpac CEO Malcolm Waugh. "Put the two together and it's probably the most sustainable spirit launch we've ever been involved with!"



SPORT FOR ALL

Lesters Packaging has been working with academics and students at Loughborough University to develop a specialist 'Boccia' ramp made completely of cardboard. Boccia is a paralympic sport that involves propelling balls from a seated position to land as close as possible to a jack. Having been trialled by Special Olympics sports coaches Clare Pattison and Angela Morley over the last six months, the ramp could soon be replacing its more costly alternatives.

"The athletes have also been drawn to the inclusive golf game," said Pattison, "This has benefitted their social skills, as well as helping athletes to adapt to standing sideways, with more able and confident players using a golf club and ball."

The ramp has been designed to be highly adaptable and can easily be turned into the golf game. It's also foldable, allowing it to fit into a standard car boot, making it easy to transport between events and schools.

"To our knowledge this is one of the very few times that corrugated fibreboard has been used to manufacture a product that isn't just used as packaging," said Greg Burton, Design Manager at Lesters. "It could open the floodgates for the industry and designers to use more of the sustainable medium in the future for other applications."



SNACK PACK BREAKTHROUGH

The recyclability of crisp packets has been a long-standing problem for snack manufacturers, but The British Crisp Co. has announced that it's released the first fully kerbside-recyclable paper crisp packet in the UK.

The packets have been developed in partnership with EvoPak, a manufacturer of sustainable paper-based flexible packaging, and have been certified by On-Pack Recycling Labels (OPRL) as recyclable, meaning they are compatible with consumer kerbside collection streams alongside other paper material.

"Brits consume over eight billion packets of crisps each year, the majority of which are not recyclable and end up in landfill or incinerators - that's a lot of waste and a huge environmental problem," said Tom Lock, CEO of The British Snack Co. "In partnership with Evopak and using exciting new polymer technology, we have created the first fully recyclable crisp packet - something that consumers have been demanding for a long time."

SWEET SUCCESSION

Italian confectionary company Perfetti Van Melle has been gathering awards and accolades all over Europe for its Mentos Pure Fresh Gum. Not only was the product voted Product of the Year 2024, but it won both the Public Award and the Sustainability Award in the European Carton Excellence Awards (ECEA) 2023.

Working with their packaging partner Graphic Packaging International, the fibre-based pack produced for Mentos Pure was the first time a major global confectioner had created a paperboard bottle in the chewing gum category. With a unique shape that's printable on all six sides, the container is fully certified as recyclable, so can be recycled in the paper-based waste stream.

Judges for the ECEA said: "The innovative and flexible design demonstrates how sustainable packaging alternatives can uphold identical functionality, setting a great example for the packaging industry."



ENVIRONMENTAL SECURITY

Plastic cable ties are one of the simplest and strongest ways to secure products during shipping and can often be the last remaining pieces of plastic in fibre-based packaging. But with millions used around the world every day, the environmental impact of these tiny components soon adds up.

However, the Italian packaging company BOTTA EcoPackaging has revealed a fibre-based solution with the launch of its eco-paper cable ties. Made from recyclable paper, the ties offer both strength and durability, as well as simple application and easy removal, resulting in less frustration during unboxing.

Supplied flat to save space, the ties not only reduce the amount of plastic in the supply chain, but also cut down emissions in the transport process.

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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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