EXPLORING THE EFFECTIVENESS AND SUSTAINABILITY OF PRINT MEDIA IN THE UK | SEPT/OCT ISSUE 26

the page



THOUGHT LEADERS REVEALED

Find out the full line-up of the 2024 Power of Print Seminar

Continental collaboration

Top European insights from our second Packaging Webinar

Member benefits

The latest Two Sides resources and key advantages of being a member

Social media superstar

Say hello to The Print Princess, TikTok's leading paper influencer

THE ISSUE IN NUMBERS

79.3%

The latest European paper recycling rate / **p03**

27%

The percentage of people that choose the right packaging recycling method / **p03**

150

The number of £50 National Book Tokens to be won in the Love Paper competition / **p7**

200

The number of people expected at the 2024 Two Sides Power of Print seminar / **p08**

3

The number of years it took Google to redesign the packaging for their Pixel 8 phone to make it more sustainable / **p10**

15 billion

The number of plastic air pillows Amazon has replaced with paper filler / **p10**

26

The number of of book-shaped benches installed in Madrid to encourage reading / **p12**

171 trillion

The number of microplastic pieces currently in our oceans / **p12**

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
www.twosides.info

LOVE PAPER®
www.lovepaper.org

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

Anderton Board and Packaging
Baumer hhs
CO-RO A/S
Colombier
iSupply
IT Solution Services (The DS Group)
Konica Minolta
Sharp Printing



EUROPEAN RECYCLING RATE UP TO 79.3%

CEPI, the European association that represents the paper industry, has released its latest figures for the European pulp and paper industry, which show a number of positives for the sector.

While all paper and board grades recorded a decline of production in 2023, the industry achieved a remarkable recycling rate of 79.3%. In addition, the sector remains a 'made-in-Europe' industry, with 91% of fibres sourced from within the European Union.

The association also found that the trade balance for the sector remains high, ensuring that it remains one of Europe's top manufacturing sectors. The sector also shows a high level of sustainability, with a 46% reduction of carbon emissions since 2005.

"Considering the context, the pulp and paper industry in Europe can be proud of what it has achieved in terms of climate action and circularity," said Jori Ringman, Director General of Cepi. "In a more supportive and predictable regulatory environment, our outlook could be very positive and our contribution to the EU Green Deal even more enhanced."

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To download the full Cepi report, go to bit.ly/Cepi-Statistics-2023



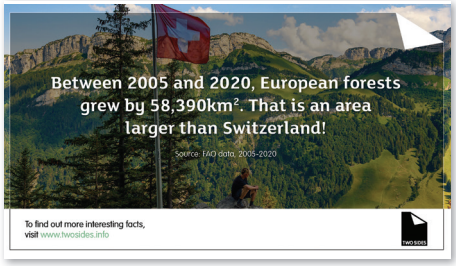
CONSUMERS CONFUSED ABOUT PACKAGING DISPOSAL

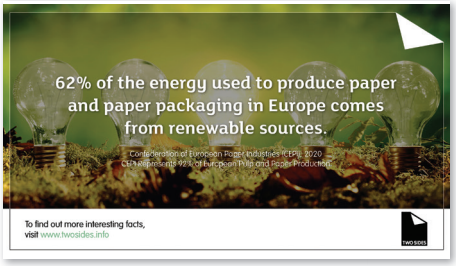
A new survey has highlighted the importance of showing clear and understandable information on packaging when it comes to the public knowing how to dispose of it. The study by Sapio Research on behalf of Celebration Packaging found that 61% of respondents said they rely on information on packaging to keep them informed about its correct disposal. The survey also found that 68% of consumers think that it's very or extremely important that food and drink packaging is certified recyclable.

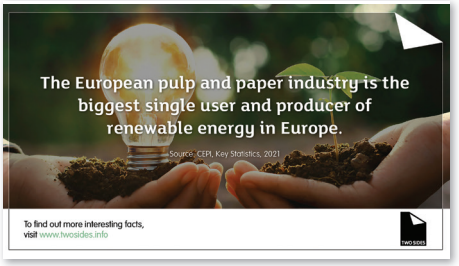
However, it seems that there's still some confusion over the terms 'recyclable' and 'compostable', with 60% of respondents unsure about the correct definitions. In addition, only 38% find logos helpful in choosing how to dispose of food and drink packaging. While 56% say it's very or extremely important that food and drink packaging is certified compostable, only 27% actually chose the proper disposal method.

"Worryingly, 28% of those surveyed said they would dispose of compostable food and drink packaging in the recycling bin, while only 27% said they would place it in a home compost pile," said Nick Burton, MD of Celebration Packaging.

SPONSORED BY HEALEYS denmaur A CARBON BALANCED COMPANY Royal Mail







JOIN THE MOVEMENT

Add your voice to tell the sustainable story of print

IT'S BEEN A busy past few months for new Two Sides members, with a number of high-profile international companies joining the organisation. Whether it's Baumer in Switzerland, PulPac in Sweden, Rypax in the USA, or Konica Minolta, Colombier, Sharp Printing and Anderton Board in the UK, businesses in all areas of the print, paper and packaging industry are joining Two Sides to help deliver the facts about the sustainability of print and paper.

What membership of Two Sides offers is a knowledgeable partner that works hard to dispel the myths around the paper and print industry, communicating the great environmental story that the industry has to tell.

From presentations at the sector's largest print events and direct engagement with the world's biggest brands to a vast online resource of research, fact sheets, videos, booklets and the magazine you hold in your hands, Two Sides offers your organisation immediate credibility and expertise with new and existing clients, as well as your internal team.

RESOURCE HUB

One of the many benefits of Two Sides membership is our collection of resources. Growing all the time, these resources include fact sheets that address a wide array of environmental and social issues, such as paper recovery and recycling, forest benefits and biodiversity, and the impacts of greenwashing. In addition, the *Myths & Facts* booklet uses the latest research to dispel the many misconceptions about paper and its effect on the environment, while our new Insight information articles explore a range of subjects in the world of paper and the environment, using expert thinking to provide an engaging and informative read.

ACCESS TO THE FACTS

As well as full access to our resources – many of them available personalised for your business – membership of Two Sides provides access to a series of expert webinars, as well as discounts to industry events such as the upcoming Introduction to Printing Course at the St Bride Foundation in London and Two Sides' annual Power of Print Seminar.

Held at the Stationers' Hall in London, the Power of Print event is a highlight in the print calendar and gathers some of the world's leading experts in print, paper, packaging, design and the environment for a day of inspiration and networking.

"Membership of Two Sides gives you the opportunity to join a global movement that brings the industry together to tell the sustainable story of the benefits of print, paper and paper-based packaging," says Jonathan Tame, Managing Director of Two Sides. "We offer direct access to the facts about the print industry and its increasingly important role in sustainability and the circular economy."

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To find out more about becoming a member of Two Sides, go to twosides.info/become-a-member


"Go Green, Go Paperless" Messages Are Misleading

The Impact of Greenwashing

Consumers are increasingly aware of the impact their choices have on the environment and are influenced by environmental or green claims made by trusted organisations. Greenwash is defined as "Behaviour or activities that make people believe that a company is doing more to protect the environment than it really is", (Cambridge Dictionary) or, "Disinformation disseminated by an organisation so as to present an environmentally responsible public image." (Wikipedia)

Many leading organisations, including banks, utility companies and telecommunications providers, are urging their customers to go paperless with claims that paperless bills, statements and other electronic communications save trees, are "greener" and better for the environment.

These statements are **greenwashing**. These statements are not specific, not supported by reliable scientific evidence or relevant life cycle analyses and are misleading. Without evidence to support the claim being made such communication is Greenwashing and contravenes advertising regulations in most European countries.

Examples of misleading statements;

1. Go paperless, save trees and help save the planet
2. Move to email away from tree-mail
3. Go to digital statements and protect the environment

These statements are not just misleading but hugely damaging to an industry that employs in the UK alone, 116,000 people (1,096,000 EU), in more than 8,400 businesses (115,700 EU). Most commonly, the driving reason for this move to digital communication is cost reduction. Greenwashing is costing the UK printing and postal industries an estimated £10 million per annum.

This information sheet will provide you with valuable facts and statistics that you should consider before encouraging your customers to switch to digital communication for environmental reasons.

49% of consumers believe organisations promoting digital as better for the environment is really about saving cost.
– Two Sides/Toluna, 2021.

Paper has a great sustainable story. Made from trees, it is a renewable and sustainable raw material and easy to recycle.

Raw materials from which digital equipment, servers and the equipment for how power is generated are often finite, precious, non-renewable materials and notoriously difficult to recycle.

Myth – Going paperless saves trees and stops deforestation

It's common to see organisations make statements such as "save trees and stop deforestation" to encourage their customers to move from paper communications to electronic communications. In fact, these statements quite simply aren't true. Here's why:

A healthy market for forest products, such as paper, encourages the long-term growth of forests through sustainable forest management. Which, in turn, helps to mitigate climate change by absorbing CO_2.

Between 2005 and 2020, European forests, which provide 90% of the virgin wood fibre used by the European paper industry, grew by 58,390 km² – an area bigger than Switzerland and amounts to 1,500 football pitches of forest growth every day (United Nations FAO, 2020).

Providing an organisation is sourcing its paper from responsible producers, they should not be concerned about saving trees. Indeed, quite the opposite.

Between 2005 and 2020, European forests grew by 1500 football pitches every day!

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

TWO SIDES

www.twosides.info



"WE OFFER DIRECT ACCESS TO THE FACTS ABOUT PRINT AND ITS INCREASINGLY IMPORTANT ROLE IN SUSTAINABILITY"

"WITH A PIECE OF PAPER, YOU'RE EFFECTIVELY PRINTING ON A PLANT"

MALCOLM SMITH, UK Marketing Manager for Konica Minolta, explains why the global print company has just joined Two Sides

Congratulations on joining Two Sides.
Thank you. We are delighted to join. We want to correct the misconceptions of print, and partnering with Two Sides helps us with the facts. If we work together as an industry then people will listen more and we will get the message amplified.

This is important for us and it's important for the whole industry, so we're very enthusiastic about cross-company partnerships that can achieve that. We can't effectively deliver these messages on our own; we need to work with other people,

What are you looking forward to getting out of the partnership?
We're looking for industry credibility. We're looking to work with our commercial print partners and expand the sector. There's a lot of negative perceptions out there against print, sometimes even within the industry itself. There's educational work for the industry to do, as well as in our own company, to be done, and Two Sides helps us with that messaging.

The relationship also helps us with tenders, providing us with credible facts on sustainability. Some of our customers perceive digital as consequence-free, with no carbon footprint. But with a piece of paper, you're effectively printing on a plant. If you have content in digital form, it's being kept alive by a server farm. There's a big difference and we want to challenge these misconceptions with help from Two Sides.



Malcolm Smith (left) and Jonathan Tame at Konica Minolta's new Client Engagement Centre

What aspects of Two Sides' work are you particularly interested in?
The Anti-Greenwash campaign is important for challenging messages such as, 'By not printing this bill you are saving trees'. Some of the companies that process the billing are actually our customers. Our presses are printing bills for people, so it's important that Two Sides provides the facts to keep our customers printing. The key benefits for our industry are the resources, research and facts that Two Sides delivers so that we can all tell the positive story of paper.

It's a symbiotic relationship. Many of our customers work in the public sector and we want them to see the environmental benefits of print. We're not against people having digital content if it's easier to store, but don't be confused that it's saving trees.



ANTI-GREENWASH CAMPAIGN

Two Sides' Anti-Greenwashing work has been going from strength to strength

FOLLOWING SUCCESSES with BT, Freemans and Swiss financial services company SIX, Two Sides has been engaging with a number of other businesses and organisations following the distribution of misleading statements about the environmental impact of print.

Three of the organisations currently working with Two Sides are local authorities Basildon Council, Redditch Borough Council and Wychavon District Council. A dialogue was opened with Basildon Council following a complaint being raised about a page on its website titled 'Why Choose Paperless Billing?'. Text on the page made a link between paperless billing and reducing the borough's carbon footprint, implying that paper use increased the authority's environmental impact. The page stated: "Moving as many customers as possible to paperless billing supports our borough's ambitious plans to reduce our carbon footprint."

Meanwhile, Redditch Borough Council were approached by Two Sides following the online statement, "Paperless bills are easy to access anytime and eco-friendly", a line that was repeated on the website of Wychavon District Council. In all three cases, the statements were amended after Two Sides contacted each local authority and explained why the statements were false.

A EUROPE-WIDE CONCERN

Two Sides has also taken action against envoPAP, a manufacturer of paper and board, by reporting the company to the Advertising Standards Authority (ASA) over a number of misleading statements made on its website. The claims included:

- 'Our production process has a significantly smaller environmental footprint than traditional packaging and paper products.'
- 'Reducing your carbon footprint from Day 1 by 28%-38%.'
- 'Saving more than 1 million trees with these new raw materials.'
- 'Since inception, we have saved over 800,000 trees through our production process!'
- 'Compared to traditional paper made from virgin wood fibres, envoPAP products are thoroughly green and are leading the charge to make the paper industry truly sustainable.'

Two Sides' complaint to the ASA carefully outlined the statements and detailed exactly why they were misleading, citing a wide range of sources from respected organisations such as the European Federation of Corrugated Manufacturers and the United Nations.

We are delighted to report that the ASA has agreed to take up the case and is in the process of engaging with envoPAP about its misleading claims.

"We have now written to envoPAP to provide them with advice over the standards of evidence we expect for them to hold to substantiate environmental claims," the ASA stated in a reply to Two Sides. "And to withdraw any claims for which they don't hold the evidence. Thank you for taking the time to raise your concerns with us."

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

WIN A £50 BOOK TOKEN!



THERE'S STILL plenty of time to enter the Love Paper National Book Tokens competition. There are 150 National Book Tokens gift cards worth £50 each to be won, which can be used in thousands of book shops across the UK.

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There will be 25 winners every month until 31 December 2024, so submit your entry to be in with a chance of winning enough reading material to see you through to 2025 and beyond. To enter, go to the Love Paper website at lovepaper.org and answer three questions about the paper industry.

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All the answers are on the page –just uncover the facts about forests, recycling and biodiversity.

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







POWER OF PRINT 2024

SECURE YOUR PLACE
THE TWO SIDES POWER OF PRINT SEMINAR 2024 WILL TAKE PLACE ON TUESDAY 5 NOVEMBER AT STATIONERS' HALL IN LONDON. TICKETS ARE NOW AVAILABLE AT POWEROFPRINT.INFO

BOOK NOW
WWW.POWEROFPRINT.INFO

IT'S POWER OF PRINT TIME! We are delighted to announce the details of this year's Two Sides showcase of print, paper knowledge, with an exclusive line-up of leading experts in packaging, marketing, creativity, personalisation, design and data, as well as one of the world's top environmentalists, all together in one place to explore the challenges, innovations and opportunities for print and paper in the modern multi-media arena.

Organised by Two Sides and the BPIF, in partnership with Canon, Fedrigoni and Printweek, the Power of Print seminar will take place in Stationers' Hall in London, one of the few ancient Livery Halls remaining in the City of London. The memorable day of inspiration will be followed by a drinks reception in the historic venue – an ideal opportunity to network with new contacts and catch up with old colleagues.

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Tickets for this annual event will sell out quickly, so make sure you book your place early at www.powerofprint.info

POWER OF PRINT 2024 SPEAKERS



MATHEW FAULKNER
EMEA Director, Marketing and Innovation, Wide Format Printing Group, Canon Europe

Canon has sought insights from beyond the print industry to understand what the latest consumer behaviours and technology advances could mean for the future of the print industry. In his talk, Mathew will explore how to turn these ideas into action, empowering print businesses and brand owners to be proactive, remove barriers to growth and unlock new opportunities.



JONATHON PORRITT CBE
Sustainability campaigner and writer

An eminent writer and campaigner on sustainable development, Jonathon provides strategic advice to leading UK and international companies to deepen their understanding of today's converging environmental and climate crises. Jonathon's talk will focus on the lack of understanding of the economic consequences of climate change and the advantages for those organisations that get ahead of this disruptive transformation.



ELIN FURELID
Director of Future Packaging, The Absolut Company

With a career spanning over 15 years in product strategy, innovation and design, Elin has a pivotal role in driving innovation for Absolut Vodka, Sweden's largest food export that's present in more than 100 markets globally. Her presentation will chronicle the development journey of Absolut's new paper vodka bottle and how the company has managed to overcome a range of technical and supply chain challenges.



RACHEL ALDIGHIERI
Managing Director, Data & Marketing Association

Rachel has transformed the DMA into a vibrant, facilitatory industry community, widening its appeal by working closely with many of the UK's biggest agencies, brands and suppliers. Rachel will use the DMA's recently released Value of Measurement and Value of Creativity reports to highlight the crucial role that creativity and measurement play in promoting a culture of marketing effectiveness.



JUSTIN CAIRNS
Head of Offline Production, Ogilvy UK

Having started his career in publishing, Justin now runs Ogilvy UK's Offline Production team, which produces work you can touch, such as direct mail, books, press ads, out of home, promotional merchandise and exhibition stands. Titled, 'Creatives. Love. Print', his presentation will demonstrate the value of print and how it offers a playground of possibilities to help creatives solve client problems with unusual and memorable solutions.



KESHINI DODHIA
B2B Sales Manager, Tony's Chocolonely

As B2B Sales Manager at sustainable chocolate brand Tony's Chocolonely, Keshini leads the personalised bars business in the UK, working with businesses to drive awareness of their mission, get more personalised bars into more hands and drive impact. In her presentation, she will deliver the story behind Tony's Chocolonely and how they are using the power of personalisation.



KATE HULLEY
Owner and Manager of Belmont Packaging

As Owner and Manager of the Manchester-based Belmont Packaging, Kate understands the value of sustainability and industry knowledge. Her presentation will demonstrate her commitment to a people-first philosophy and how this has enabled her company to thrive in the highly competitive market of printing and converting corrugated packaging.



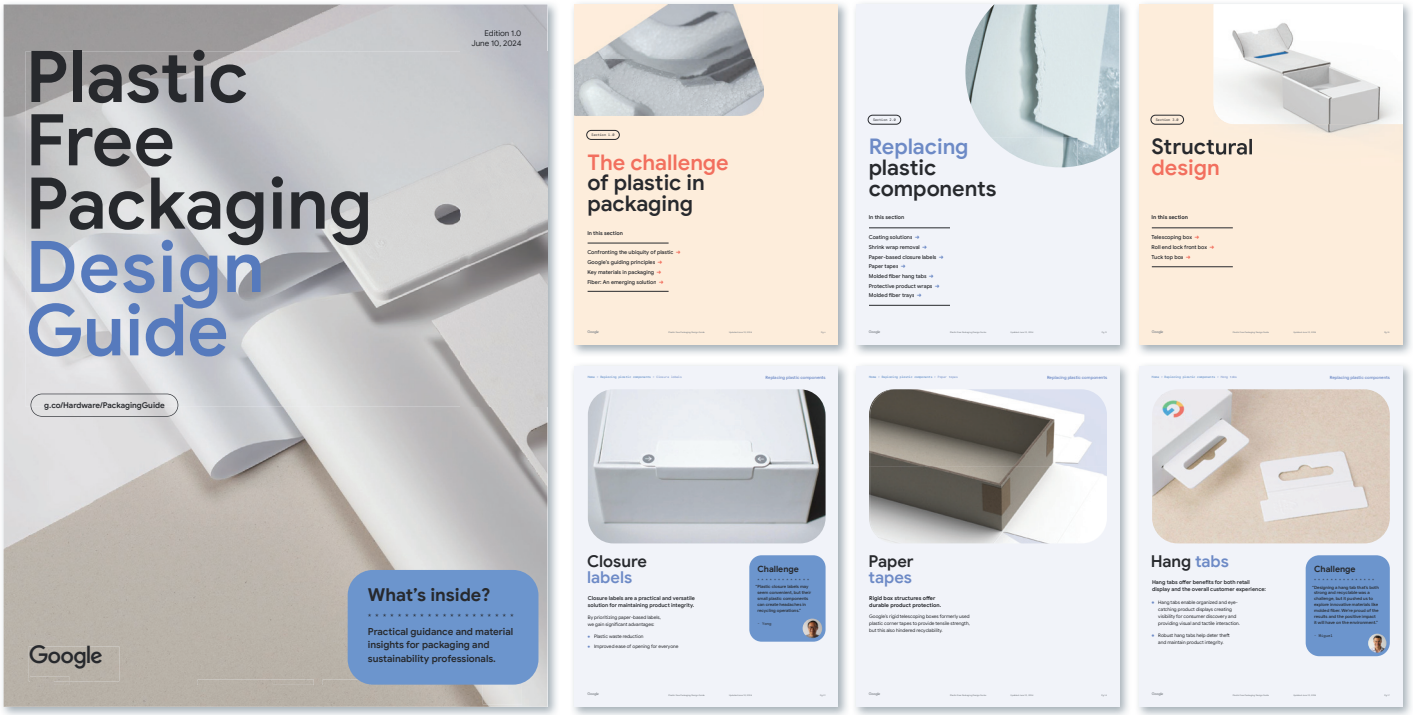
JAMES PRYOR
Creative Director, Touch

As brands strive to meet their sustainability targets and legislation supports the development of a circular economy, the question of what lies ahead for packaging arises. James will delve into the current state of the industry and explore three future directions for the packaging industry, highlighting pioneering innovations that are paving the way toward these transformative paths.



NEIL OSMENT
Founder of NOA

With more than two decades of experience in the packaging industry working for multi-national paper, print and plastics businesses such as LINPAC, DS Smith, Alcoa, SAICA and Smurfit Kappa, Neil now leads the coaching arm of the business development firm while guiding its research and marketing divisions. In his talk, Neil will deliver an overview of the state of the market and opportunities for European paper packaging.



GOOGLE GUIDE

GLOBAL GIANT GOOGLE has released a guide that outlines how companies can make their packaging more sustainable. Titled 'Plastic-Free Packaging Design Guide', the downloadable PDF offers advice from Google's design, engineering and operations teams on how to create plastic-free packaging that's more easily recycled, to "use what we've learned on our packaging journey so far and promote industry collaboration and innovation."

The release of the guide follows Google transforming the packaging of its Pixel 8 phone, changing every aspect of it, from the plastic coating and closure labels to its moulded trays and hang tabs, to make it completely plastic-free. The entire redesign process took the company three years, with the replacement of the box's plastic coating taking a year on its own.

In the new guide, Google explain the design changes they made, the materials they chose and the suppliers they use, in order for other companies can take the same steps. "For another company with similar sustainability aspirations but fewer resources, that time horizon could be significantly longer," said Packaging Sustainability Lead Miguel Arevalo.

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To download the Google Plastic-Free Packaging Design Guide, go to bit.ly/Google-Guide



PILLOW TALK

Amazon is expanding its use of paper packaging in the US by replacing 95% of its plastic air pillows with paper filler. This will avoid the use of nearly 15 billion plastic air pillows every year and make a significant contribution to the company's goal of removing plastic delivery packaging from of all its North American fulfilment centres. To make the transition, Amazon collaborated with suppliers and sourced paper made from 100% recycled fibre. According to tests on the new paper filler, it provides "the same, if not better" product protection than plastic air pillows.

"I'm proud of the cross-Amazon collaboration to make a positive impact on the customer delivery experience with easier to recycle materials," said Pat Lindner, VP of Mechatronics and Sustainable Packaging at Amazon. "We are working towards full removal in North America by end of year and will continue to innovate, test, and scale in order to prioritize kerbside recyclable materials."

Over in Europe, over 50% of the retailer's European shipments are now delivered in recyclable packaging such as paper bags and cardboard envelopes, if any extra packaging is applied at all.

EVENT HORIZON

More dates for your diary



LONDON PACKAGING WEEK

EXCEL LONDON
11-12 SEPTEMBER 2024

The country's biggest event for beauty, personal care, premium drinks, FMCG and luxury packaging returns to the capital for two days of intense exhibitions, presentations and networking. Driven by innovation and creativity, the event features four exhibitions, Packaging Première, PCD, PLD and Food & Consumer Pack, all bursting with new products and ideas. Speakers include Speakers include Michelle Atkinson, Senior Global Breakthrough Innovation Lead at Diageo and Lena Danielsson Breakthrough Innovation Director at Pernod Ricard.

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londonpackagingweek.com

THE PRINT SHOW

NEC, BIRMINGHAM
17-19 SEPTEMBER 2024

Hailed as the most important and best-attended print industry event in the UK, The Print Show provides a wealth of opportunity for delegates to network with peers and gather advice from some of the leading experts in print. A particular highlight is The Print Show Gala Party on September 18, which takes place at the National Motorcycle Museum, giving you the chance to relax and celebrate with the country's vibrant print community.

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theprintshow.co.uk

INTRODUCTION TO PRINTING COURSE

ST BRIDE FOUNDATION, LONDON
2 OCTOBER 2024

Taking in the history of printing, colour management, print terminology and technical issue, this one-day course aims to help people not directly involved in print understand the fundamentals of how printing works and gain a better insight into the industry. Hosted by print consultants Focal Strength and held at the iconic St Bride Foundation, the course is designed to be engaging, rewarding and easy to understand. Members of Two Sides are also eligible for a 10% on tickets. Simply enter the code TWO10 on the booking form.

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For more information, go to twosides.info/introduction-to-printing-course-october-2024

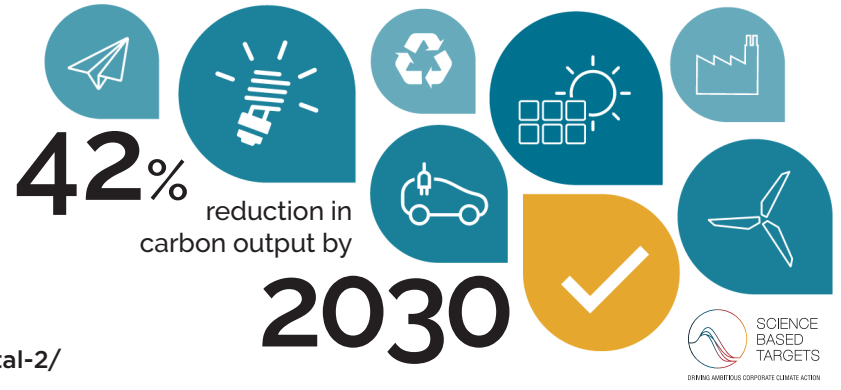
PACKAGING INNOVATIONS

BIRMINGHAM NEC
12-13 FEBRUARY 2025

Looking even further ahead, the Packaging Innovations & Empack event is a combination of three shows that collectively address various stages of the packaging process. Along with Contract Pack and Fulfilment, the distinct events create a welcoming environment for packaging professionals from across the industry, including designers, developers, buyers and suppliers, enabling them to network and collaborate while interacting with the very latest packaging innovations.

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packagingbirmingham.com



HEALEYS
PRINTERS

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



The latest Two Sides Packaging Webinar delivered inspiration from across Europe

THE EVOLUTION TO PAPER PACKAGING

"171 TRILLION." As an opening statement, the beginning of Hugo Adams' presentation was certainly intriguing. "That's how many pieces of microplastic are washing around in our oceans and littering our landscapes."

The Chief Commercial Officer at Kelpi was talking to a rapt online crowd at the latest Two Sides Packaging Webinar. Following the success of the first webinar earlier this year, Two Sides gathered a new set of European packaging experts to join the organisation's Partnership Director Ian Bates for a fascinating morning of presentations and debate under the title 'The Evolution to Paper Packaging'.

After grabbing the attention of his global audience, Adams went on to present one possible solution to the microplastics problem: a seaweed and vegetable oil compound to coat paper and card to create a barrier for fibre packaging. Entirely recyclable and biodegradable, the innovative barrier solution has won armfuls of awards and contracts with brands such as Waitrose.

"If we don't change things," Adams said, "then by 2040 we'll have double the global plastic pollution and four times the total marine pollution. We have to harness the power of initiative to accelerate the adoption of sustainable practices and new materials."

MATERIAL WORLD

Equally innovative is PulPac's dry moulded fibre, a highly sustainable material that's being used for a wide variety of food and drink packaging including coffee cup lids and bottles. Speaking from her office in Sweden, Sanna Fager, Chief Commercial Officer at PulPac, explained the advantages of dry moulded fibre over single-use plastic, citing its high recycling rate and 80% lower carbon emissions during manufacture.

> "WE HAVE TO HARNESS THE POWER OF INITIATIVE TO ACCELERATE THE ADOPTION OF SUSTAINABLE MATERIALS"

"We know that European consumers prefer paper and cardboard packaging because of its sustainability," she said. "But the most important thing is that they are not used to paying for that sustainability. They want to have both the sustainability and the convenience."

The webinar then travelled over the Baltic Sea to Germany, where Philipp Eissner, Business Development Manager at Graphic Packaging International provided a series of insights into the role of sustainable packaging in the FMCG and personal care sectors. With 79% of consumers looking for products in sustainable packaging and 68% agreeing that paperboard packaging is part of the environmental solution, Eissner made it clear that switching from plastic to paper-based packaging is the smart business choice if you can achieve the right combination of technology and operational expertise.

FASTER, STRONGER, BETTER

Up next, Herwig Kirchberger, Managing Director of Austrian research company DELSCI, returned to the theme of plastic versus paper throughout his presentation, pointing out the environmental problems of single-use plastic as well as the technical challenges for paper-based packaging.

As someone on the front line of packaging research, Kirchberger has a keen understanding of the trends in the sector – in particular, reduced complexity, customisation and transparent biomaterials. He also acknowledged that while the environmental arguments for using paper over plastic are sound, there remains a number of hurdles when it comes to full transition.

"Paper has a very positive sustainability profile but it still lacks performance when compared to plastic," he said. "The packaging industry isn't the fastest industry when it comes to new product development, so we need to be faster to adapt to more agile product business development strategies."

With more packaging webinars being planned, keep an eye out on the Two Sides website for details.

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To view all presentations from the webinar, go to bit.ly/TS-Packaging-July2024



TIKTOK'S PRINT PRINCESS

> "I GREW UP IN A FAMILY WHERE BEING INFORMED WAS REALLY IMPORTANT"

PRINT FANS can be found everywhere, in every corner of the world, but the social media site TikTok isn't thought of as being a hive of interest for physical paper. But a young woman from Atlanta, Georgia aims to change all that with an inspiring collection of videos in which she praises print newspapers and media literacy.

Known as 'The Print Princess' and 'The girl who reads the newspaper' by her followers, Kelsey Russell has more than 89,300 fans on TikTok, drawn by her summaries of news articles and love of print. "I grew up in a family where being informed was really important," she told E&P magazine. "I fell in love with being informed and I felt good because I was knowledgeable. When I stepped out of the house, I could apply the things I was learning from a newspaper."

Kelsey's fans span different generations, from boomers nostalgic for the golden age of newspapers to Gen Z viewers who tell her they find print refreshing. "They realise they can slow down for a moment without other voices and influences on their phones," says Kelsey. "They can have a moment to themselves."

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To subscribe to Kelsey Russell's TikTok channel, go to tiktok.com/@kelscruss



TAKE THE WEIGHT OFF

A number of benches have been installed around Madrid to encourage passers-by to sit down and read a book. The result of a partnership between the city and publishers Penguin Random House, the 26 book-shaped benches, or bancolibros, show titles published by Penguin, with each one printed with a QR code that takes the reader to a website showing information about the book and its author.

Book titles include Esnob by Elísabet Benavent, En Agosto Nos Vemos by Gabriel García Márquez and Mafalda by cartoonist Quino. As well as encouraging people to read in the city, the benches are located near bookstores and libraries to promote more use of the local facilities.





FOR THOSE ABOUT TO ROCK...

DS Smith has worked with sustainable tent makers EnviroTent to create a 100% recyclable cardboard solution to the problem of 'tent trash' - the thousands of polymer-based nylon or polyester tents that are abandoned at festivals each year. Research by DS Smith found that a fifth (18%) of adults thought that tents were the worst single-use plastic item for the environment, with 19% having never considered their environmental impact.

DS Smith's new cardboard tent can withstand four weeks outside in the winter, blocks out light, is quieter than its traditional counterpart and, most importantly, is fully recyclable.

"Festivals are at the heart of British summertime, but we have all seen the shocking images of their aftermath," said Paul Clarke, Managing Director, UK and Ireland Packaging Division of DS Smith. "Cardboard could have really important role to play in replacing plastic, and we are really excited for the difference we can make together so people can create less waste and have a guilt-free festival."

FRESH THINKING

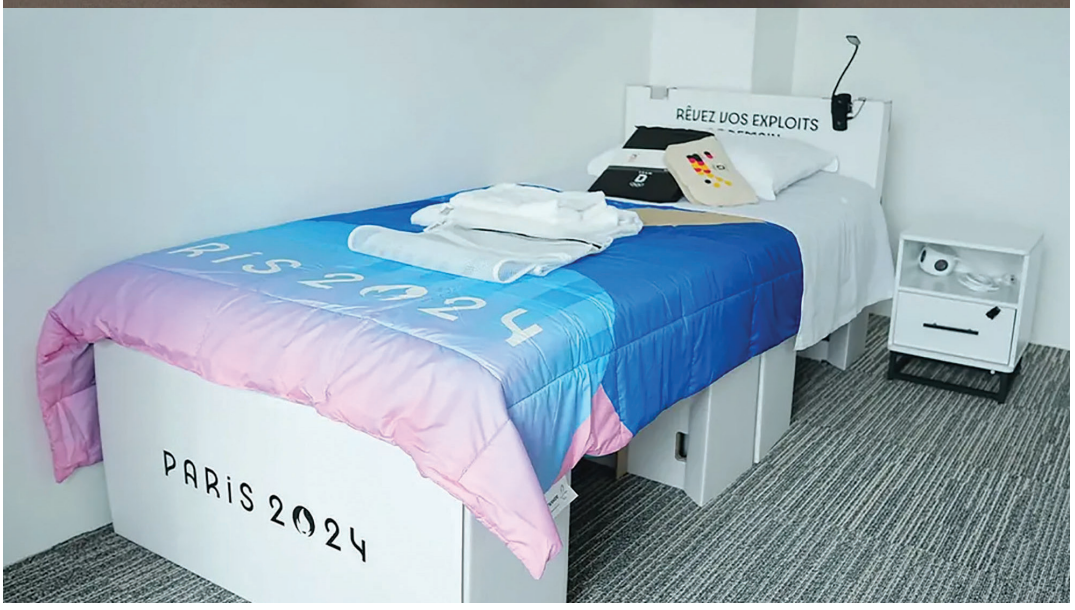
From cardboard tents to French stamps that smell of fresh bread, we round up the latest innovations in print



OH LÀ LÀ!

The French Post Office has released a scratch-and-sniff postage stamp to celebrate the baguette. The fragrant stamps depict a baguette wrapped in a blue, white and red ribbon, with the text "La baguette, de pain française", which translates as "The baguette, the French bread." Released on the Feast Day of St. Honoré, the patron saint of bakers and pastry chefs, almost 600,000 stamps were printed, each with the unmistakable aroma of freshly baked bread. "The baguette, the bread of our daily lives, the symbol of our gastronomy, the jewel of our culture", said La Poste on its website.





CARDS TO REMEMBER

Father's Day can be a tough time for children who have lost their dads, so mental health charity Movember has created a set of cards to honour those fathers who have lost their lives to health conditions or suicide. The set of cards features exclusive illustrations with short poems and drawings based on families' favourite memories and stories of their fathers.

Research has found that less than a third (29%) of people speak about health and wellbeing with their fathers, despite the positive impact they have on people's lives. The statistic highlights the culture of silence surrounding men's health and Movember wants to encourage more open conversations about the health and support available to fathers. "We'd like to thank all the families that contributed to the cards for their strength and courage in stepping forward and sharing their heartfelt stories," said Michelle Terry, Movember CEO. "There has long been a misconception and stigma surrounding men's health that has held people back from seeking help when it's needed."

ON YOUR MARKS, GET SET, SLEEP

Olympians in Paris this summer could rest easy in the Olympic Village knowing they were sleeping on one of the world's most sustainable beds. Over 16,000 cardboard beds were made for the Games, each one made of a series of small cardboard modules that could be transported easily and quickly recycled. Designed to withstand up to 250kg in weight, the beds also featured a customisable modular mattress system with three blocks in different firmness levels that could be adapted to different athletes' physiques and needs. "We designed these cardboard beds so that they can support up to three or four people jumping, because after winning a medal, people are very happy," said Motokuni Takaoka, President of Airweave, official bed supplier of the 2024 Olympics.



ACCESSIBLE BURGERS

Branches of McDonald's across India now offer their customers the choice of accessible burger packaging that's designed to make it easier for people with limb-related disabilities to open. Burgers in traditional packaging requires two hands to eat, but since more than 21 million people across India live with a disability, with over a quarter of those living with disabilities related to movement, there was a clear need to design packaging that's easier to use for people with mobility issues related to the upper limbs.

"This small step alters an experience for the better – an experience that most of us take for granted," said Pallavi Chakravarti, Creative Head of ad agency DDB Mudra West. "Mostly it's the little things that go a long way in levelling the playing field for us all."

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