The Page_

Exploring the effectiveness and sustainability of print media in the UK
Summer 2025

Anti-greenwash wins
The latest success stories in Two Sides' fight against misleading messages
—
Brand handshake
The crucial role of the envelope in the continuing success of direct mail
—
Boiling point
Professor Mark Maslin on the causes and consequences of climate change



FORESTS & PAPER THE CONSUMERS' VIEW

THE ISSUE IN NUMBERS

77%

The percentage of mail that was read or looked by consumers in Q4 2024 | **03**

62%

The percentage of Europeans that say climate change is the main reason they increased recycling | **03**

33%

The percentage of European consumers that say they suffer from digital overload | **08**

25%

The percentage of European consumers who believe the European paper recycling rate is above 60% | **09**

£10tr

The value of the global green economy | **11**

November 4

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18%

The percentage of consumers that are willing to pay more for recyclable packaging | **13**

“A well-crafted envelope creates anticipation and builds excitement” 10

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.healeys-printers.co.uk
Paper Denmaur Paper Media
www.denmaur.com

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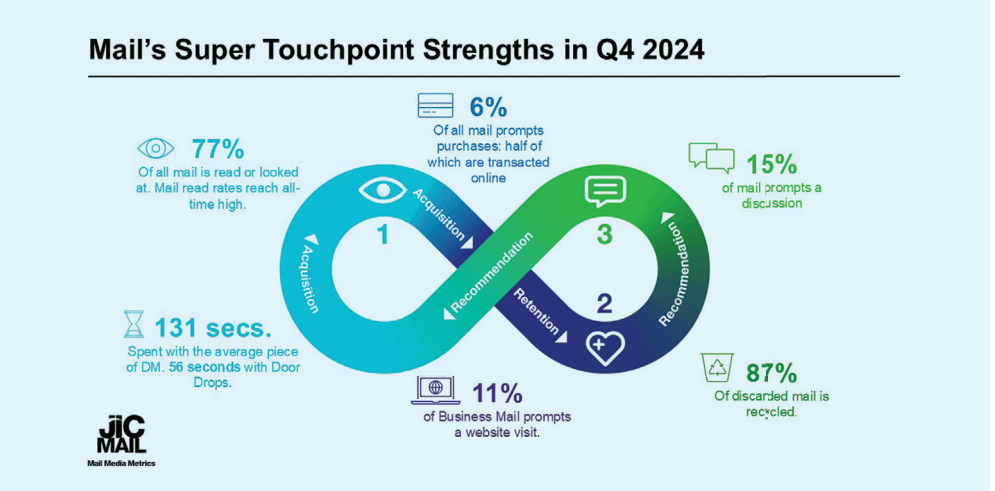
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www.twosides.info www.lovepaper.org

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

Birch Print
Citipost Mail
Dufaylite Developments
iQ Digital House
Touch Design
UK Print.com
Visitor International



MAIL READING RATES HIT ALL-TIME HIGH

THE LATEST JICMAIL results show that mail is going from strength to strength, with 77% of mail being read or looked at in the crucial Q4 2024 trading period. This is an all-time high for mail since JICMAIL began tracking consumer behaviour eight years ago.

The results also showed impressive levels of engagement, with the average piece of direct mail interacted with for 133 seconds across a 28-day period, while the average door drop generates 56 seconds of attention.

With 6% of mail prompting a purchase – half of which was online – JICMAIL now regards mail as a 'Super Touchpoint', a channel that has a central role in attracting consumer attention, deepening customer relationships and igniting household conversations.

—

To find out more about the JICMAIL Q4 2024 results, go to bit.ly/JICMAIL-Q4-2024



The climate change influence

A NEW REPORT by Pro Carton has found that 62% of Europeans regard climate change as the key reason for them increasing their recycling in the last 12 months. The organisation's 2025 European Consumer Packaging Perceptions Survey also found that 57% of Europeans say that living sustainably has become more important to them over the past year and 67% think recycling is the most promising method to combat climate change.

67% OF EUROPEANS THINK RECYCLING IS THE BEST WAY TO COMBAT CLIMATE CHANGE

Released on the same day as Global Recycling Day on March 18, the Pro Carton study involved interviews with over 5,000 consumers across the UK, Germany, France, Italy, and Spain to explore shifting attitudes towards sustainability and packaging preferences.

The study also revealed a clear preference for sustainable packaging solutions, with 89% of consumers stating they would choose cartonboard over plastic when given the option, and 65% citing ease of recyclability as a deciding factor, alongside resealability and the use of natural, renewable materials.

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To download the full report, go to bit.ly/Packaging-Perceptions

SPONSORED BY HEALEYS denmaur A CARBON BALANCED COMPANY Royal Mail



LOVE PAPER WEEK

THE WORLD'S FIRST Love Paper Week was hailed a success after a large number of companies and organisations around the world got involved to spread the message that paper is a highly sustainable, effective and attractive medium.

Taking place on 3-7 February 2025, the event aimed to raise consumer awareness of the sustainability of paper and paper-based packaging. Using a combination of social media messages, graphics and videos, email footers, virtual backgrounds and Love Paper Week branding, it increased the knowledge of consumers, clients and colleagues on a national and international scale.

"The aim of the initiative is to inform a wide range of people about why paper is such a sustainable, effective and attractive medium," explained Josh Birch, Campaign Manager for Two Sides UK.

INDUSTRY ACTIVITY

The activity for Love Paper Week comprised a series of social media posts, each giving a different fact on paper that highlighted its important role in sustainability. The posts covered a wide range of topics, from packaging and education to forest growth and the environmental impact of paper compared to online media.

Along with thousands of views of the social media posts, stories on the initiative were also published in trade publications such as *PrintWeek* and *Packaging News*, while a large number of companies and industry organisations lent their support by highlighting the campaign on their websites. These included the Professional Publishers Association, Denmaur, Fedrigoni and Reach Printing Services.

Further afield, messages of support also came from the Federation of European Producers of Envelopes and Light Packaging (FEPE) and LEIPA Group. Love Paper Week also ran internationally in North America and a range of countries in South America, with each region having their own dedicated landing pages.

In addition, National Book Tokens held an highly popular Instagram competition in partnership with Love Paper during Love Paper Week to win a planner and a £20 National Book Token – their third most engaged post in the previous 30-day period.

"We are delighted at the response to the first Love Paper Week"





SEE YOU NEXT YEAR

The first Love Paper Week is just the beginning of an annual event that will increase in activity and engagement, informing and educating more and more people around the world about paper and its sustainable advantages.

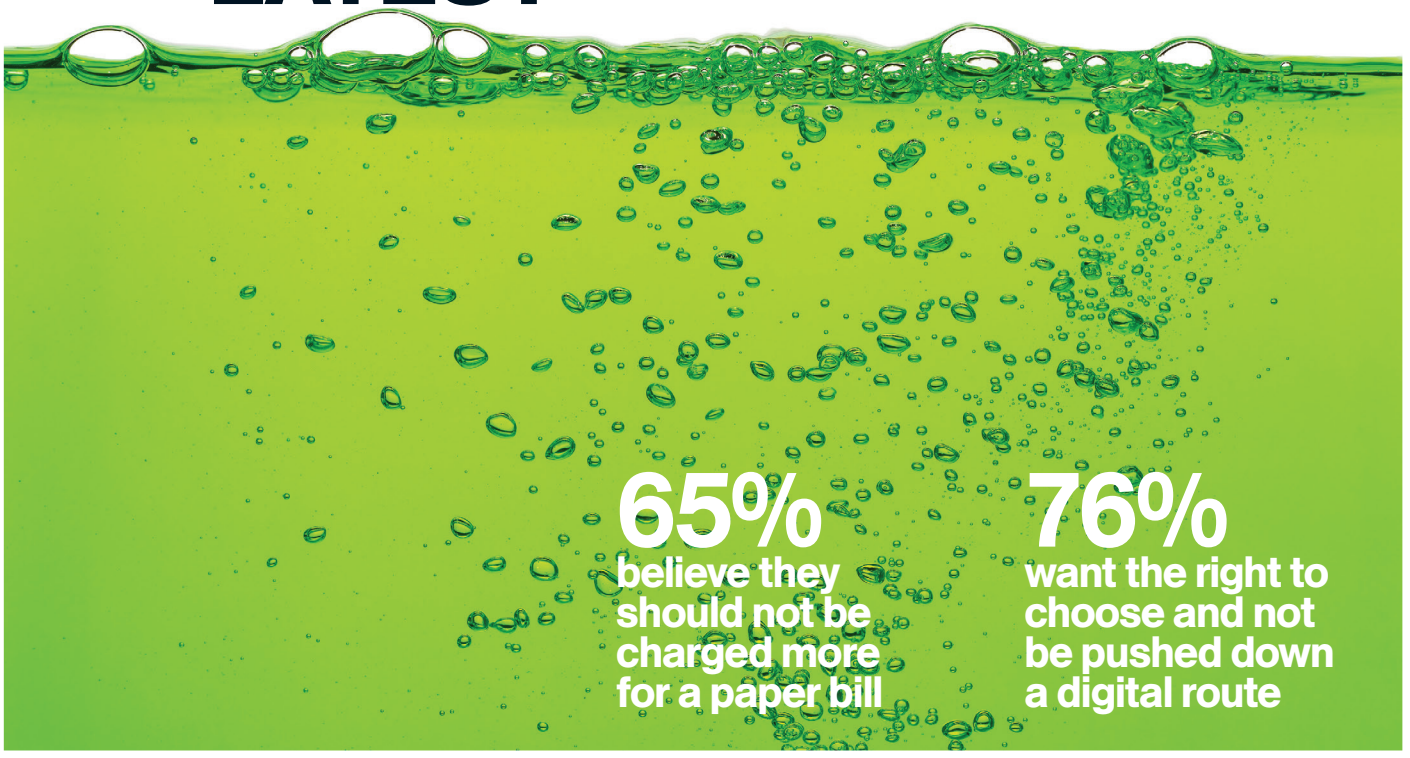
"We are delighted at the response to the first Love Paper Week," said Birch. "Supported by the industry, the goal is to grow the event year by year to reach millions of consumers. We want to mobilise everyone in the world of paper, from direct mail and print publishers to sack paper and corrugated card, to celebrate Love Paper Week every year."

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For more information on the 2025 Love Paper Week, go to lovepaper.org/lovepaperweek



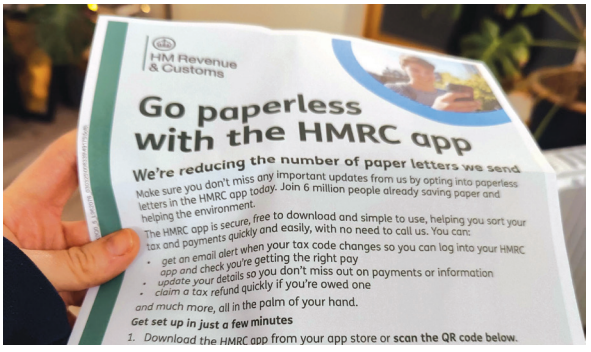
ANTI-GREENWASH LATEST



THE TWO SIDES Anti-Greenwash campaign is continuing its successful work, with His Majesty's Revenue and Customs (HMRC) and Santander the latest organisations to amend their customer communications.

Greenwashing is the use of misleading and unsupported environmental claims to persuade people that moving online will help the environment.

Not only do statements such as "Go paperless, save trees and help save the planet" and "Go green, go paperless" ignore the environmental impact of digital communications, they contravene UK advertising regulations and breach the CAP Code and DEFRA rules.


HM Revenue & Customs

Go paperless with the HMRC app

We're reducing the number of paper letters we send.

Make sure you don't miss any important updates from us by opting into paperless letters in the HMRC app today. Join 6 million people already saving paper and helping the environment.

The HMRC app is secure, free to download and simple to use, helping you sort your tax and payments quickly and easily, with no need to call us. You can:

- get an email alert when your tax code changes so you can log into your HMRC app and check you're getting the right pay
- update your details so you don't miss out on payments or information
- claim a tax refund quickly if you're owed one

and much more, all in the palm of your hand.

Get set up in just a few minutes

1. Download the HMRC app from your app store or scan the QR code below.

Below: the letter from HMRC that sparked Two Sides' anti-greenwash intervention

HMRC REVIEW

The first Anti-Greenwash success in 2025 began when adverts promoting the HMRC app ran with the headline 'Go Paperless with the HMRC app'. Underneath, the copy ran: "We're reducing the number of paper letters we send. Make sure you don't miss any important updates from us by opting into paperless letters in the HMRC app today. Join 6 million people already saving paper and helping the environment."

Following engagement from Two Sides, the HMRC Policy Correspondence Unit replied: "Further to our recent correspondence with Mr Tame, we are reviewing the language used to promote the HMRC app through our communications channels. We are taking action to rectify this messaging as quickly as possible."

SANTANDER STATEMENT

Following the HMRC success, a greenwashing message appeared in a letter from Santander Bank, which stated: "Join over 9 million Santander customers who are already paper-free. We sent 175 million pieces of paper in 2023. That's the same as 17,500 trees. We want to reduce this more to have a positive impact on the world we live in."

Two Sides engaged Santander, pointing out the misleading message, and the bank has agreed to remove the message from all its communications. "For this case we have identified the root cause and the relevant processes are being rectified," replied Santander's UK Head of Sustainability. "Additionally, anti-greenwashing training will be provided to the relevant teams to prevent reoccurrence."

THE RIGHT TO CHOOSE

The latest Two Sides Trend Tracker report has found that European consumers are increasingly concerned about being moved online to receive their bills and statements from financial organisations and service providers, with 65% believing they should not be charged more for a paper bill and 76% wanting the right to choose and not be pushed down a digital route.

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

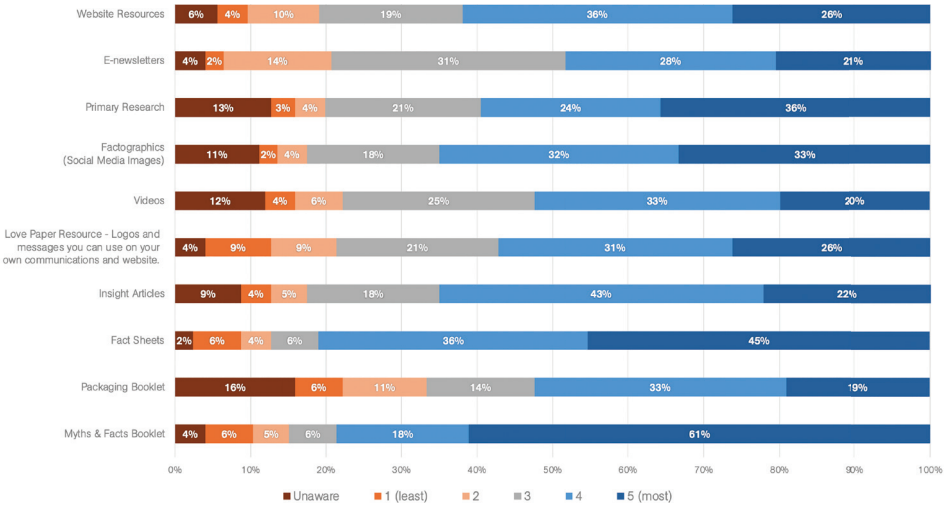


YOU SPEAK, WE LISTEN WE REVEAL THE RESULTS OF THE LATEST TWO SIDES EUROPEAN MEMBER SURVEY

AS A MEMBERSHIP organisation, Two Sides understands the importance of its members' opinions. To make sure we continue to produce relevant and useful resources and focus our campaigns in the right areas, we regularly survey our members to gauge their opinion on the organisation, as well as open up discussions on how we can improve our effectiveness.

Our latest survey asked our European members a series of questions that revealed a number of insights into our campaigns and priorities, as well as our resources and how they are used. Overall, we are delighted to report that the vast majority of our members value their membership of Two Sides, with 71% stating that they value that membership highly and 69% regularly telling others about the organisation and sharing our materials.

EUROPEAN MEMBER SURVEY
PLEASE RATE THE IMPORTANCE OF THE FOLLOWING RESOURCES



KEY FOCUS

Another key question was where our priorities as an organisation should lie. Given that we run a series of campaigns and events, and develop a range of resources, there's a wide choice, but our Anti-Greenwash campaign came out as most important. That was followed by the creation of Fact Sheets and other resources, along with the Love Paper campaign.

Diving deeper into the resources, we asked our members to rate the importance of the wide variety of materials we develop for our members to share among colleagues, clients and consumers. While all resources were well received and recognised, the Myths & Facts booklet, Fact Sheets, 'Factographics' for social media, and research projects were rated as especially important. In particular, our research on consumer perceptions towards the print, paper and packaging industry is regarded as highly important.

COMMENT BOX

As well as gathering opinion on our existing work, we also invited our members to suggest ways in which we could improve. Alongside comments that simply expressed a positive response to our work, such as "I must cite the research and signpost my customers to Two Sides 3-4 times per month," there were suggestions such as educating schools more on the benefits of paper, and highlighting the advantages of paper communication compared with electronic. We are currently considering all comments and suggestions.

"We are extremely grateful to all members that took the time to answer the questions in our European Member Survey," said Jonathan Tame, Managing Director of Two Sides. "The information we receive is invaluable when it comes to planning our work and making sure that we continue to deliver to promote the sustainable benefits of paper and paper-based packaging in the most effective way possible."

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For more information on the Two Sides European Member Survey, please email enquiries@twosides.info



PRESS PLAY

TWO SIDES HAS PRODUCED a brand new video that shows how paper is made, from the planting of a tree all the way to the paper being used to create a printed item or piece of packaging.

Titled 'From Tree to Paper', the video will dispel a number of myths about forests and highlight the sustainability of paper and paper packaging. With a target audience of marketing professionals, consumers and education, the objective is to explain the sustainable advantages of paper and paper-based packaging, not only in their manufacture but also their recyclability.

The video will be widely available in a number of languages and distributed throughout Europe, with the aim of being seen by as many people as possible to boost the positive perception of paper and its large range of environmental benefits.

THE FULL RESOURCE RANGE

The plan is that the new Two Sides video will soon be joined by others to create a library of videos that members can use to explain the attractiveness and sustainability of print, paper and paper packaging in an easily shareable way. That library of videos will be a key part of the Two Sides resource hub, which already includes:

- **The popular Myths and Facts Booklet**
- **The Packaging Booklet**
- **A wide range of Fact Sheets**
- **A series of Insight articles**
- **Social media graphics and short videos**
- **Research reports**

Two Sides is constantly working to add to its range of resources, as well as update the existing materials to ensure that they feature the very latest research and industry thinking.

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Access Two Sides' range of resources at twosides.info/resources

HEALEYS PRINTERS

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

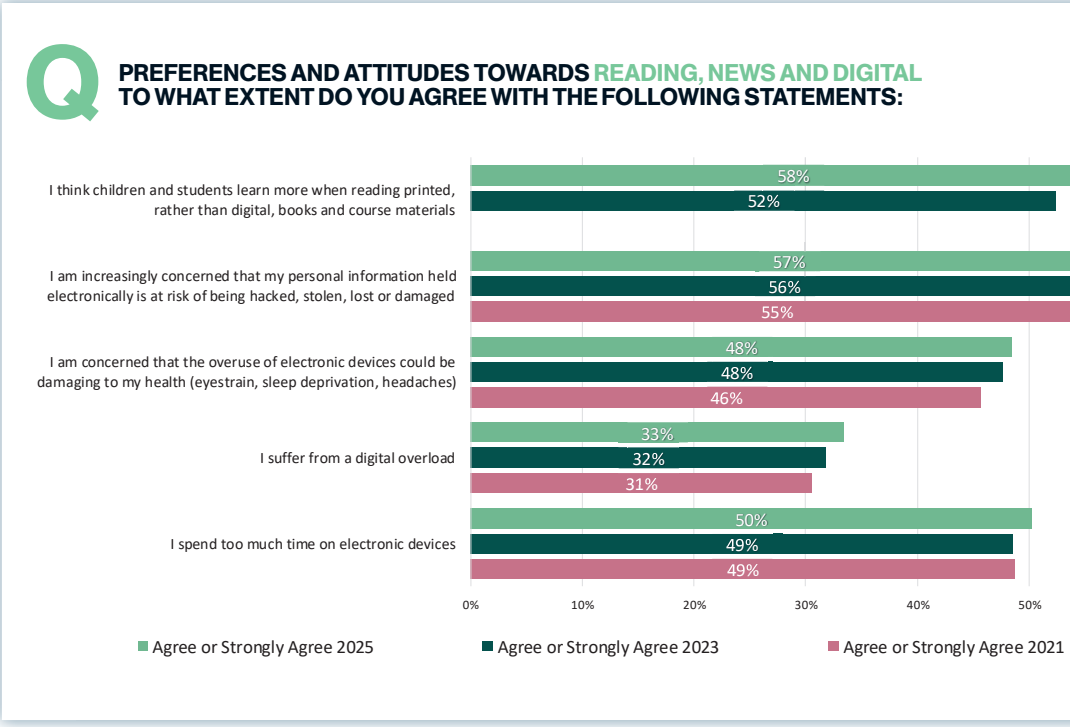
42% reduction in carbon output by 2030

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

TREND TRACKER FIRST LOOK W
OF THE 2025 TWO SIDES TREND

THE FIRST FINDINGS of Two Sides' major research project, the Trend Tracker survey, has revealed a number of key insights into people's perceptions of print, paper and the environment. Carried out every two years, this significant piece of research questions over 12,000 consumers all over the world about their attitudes towards print, paper-based products and the environment.

"The purpose of the Trend Tracker survey is to understand changing consumer preferences and attitudes towards print, paper, paper-based packaging and tissue products," explains Josh Birch, Campaign Manager for Two Sides UK. "It allows us to keep track of changing consumer perceptions and identify what the industry needs to do in order to improve consumer opinion."



DIGITAL CONCERNS

One of the key findings in the report is that European consumers are increasingly concerned about the time they spend connected to digital media, with exactly half the respondents stating that they spend too much time on electronic devices and 33% saying they suffer from digital overload.

The overuse of digital media is leading to health concerns, with 48% of Europeans saying that they are concerned that the overuse of electronic devices could be damaging to their health, leading to problems such as eyestrain, sleep deprivation and headaches.

"While the link between digital media and mental health has been well documented, not so much attention has been paid to its effect on physical health," says Birch. "This is something that should be explored further, alongside the positive benefits of reading print."

Europeans also remain concerned about being moved online to receive their bills and statements from financial organisations and service providers, with 65% believing they should not be charged more for a paper bill and 76% wanting the right to choose and not be pushed down a digital route.

ECO-WINNERS

When it comes to packaging, paper and cardboard are clear winners for sustainability. When asked to choose their preferred packaging material based on a range of environmental, visual and physical attributes, paper and cardboard came out top for 10 out of the 15 key attributes.

Diving into the numbers, 75% of Europeans said paper and cardboard were best for being home compostable/biodegradable, while 53% said paper was the preferred sustainable packaging choice.

"As well as being the preferred packaging material in two-thirds of the key attributes," said Birch, "paper and cardboard were the favoured materials for four out of the five sustainable attributes. This is demonstrated by the increasing number of retailers that are moving from plastic to paper packaging."

AWARENESS INCREASE

Perceptions about paper and the environment are a large part of the Trend Tracker survey, and the latest results show a significant increase in European consumers who understand that the European paper recycling rate is above 60%. While the previous Trend Tracker survey found that only 18% of respondents believed the rate was above 60%, that percentage has risen to 25%, an increase of almost 40%.



"Consumers are increasing their understanding of the high recycling rate of paper packaging"
JOSH BIRCH

"Not only has the report found that paper and cardboard are the preferred environmental choice when it comes to packaging," says Birch, "but consumers are increasing their understanding of the high recycling rate of paper packaging. Increasing the awareness of the sustainability of paper and paper packaging is something that we and the rest of the industry are working hard to achieve, so it's a fantastic result."

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The full Two Sides Trend Tracker survey will be published in May. To register your interest, email enquiries@twosides.info

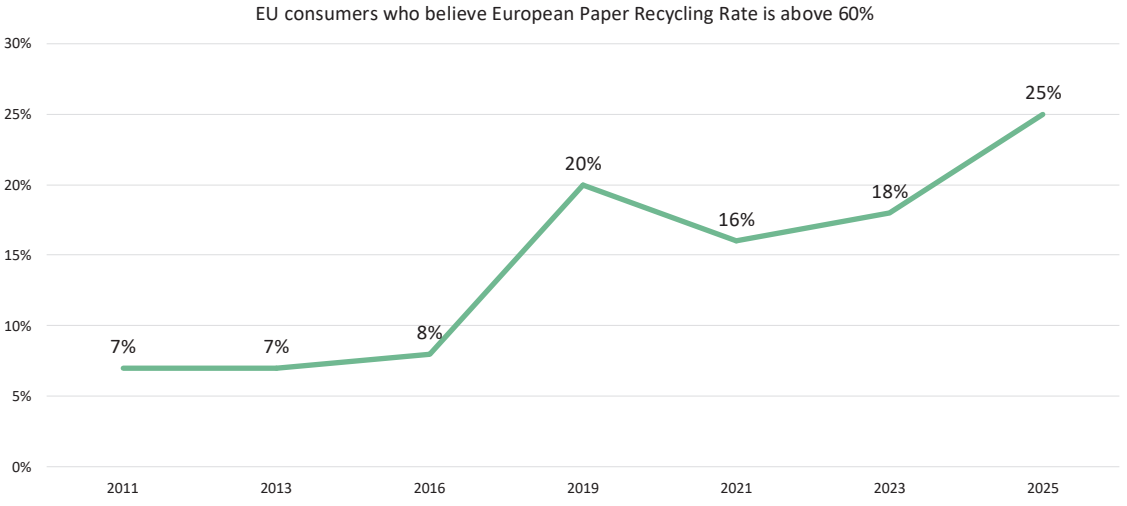
E REVEAL THE INITIAL RESULTS TRACKER SURVEY

EUROPE

60%

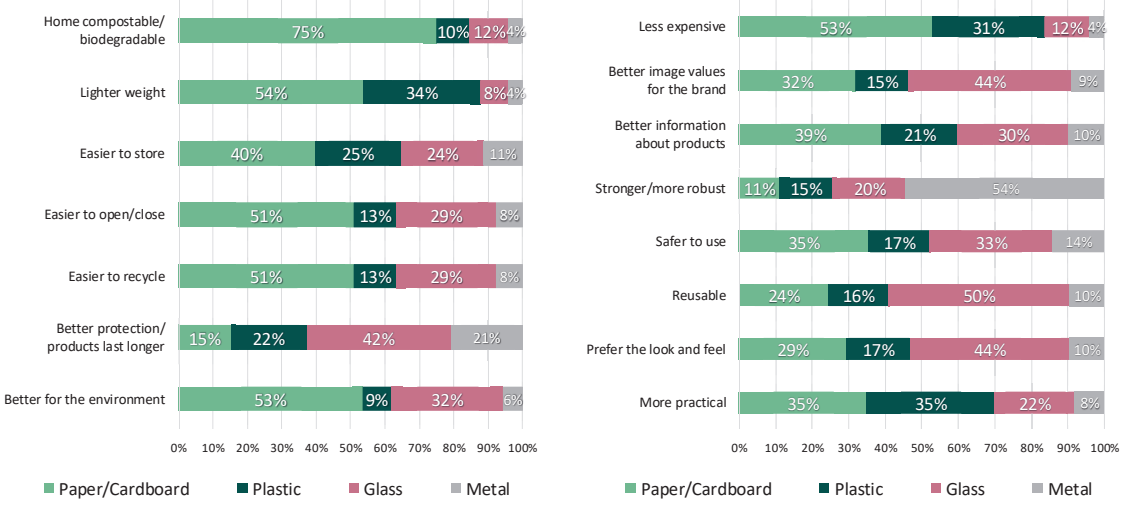
EUROPE

Q WHEN THINKING ABOUT THE FOLLOWING PRODUCTS, WHAT PERCENTAGE DO YOU THINK IS RECYCLED IN EUROPE?



EUROPE

Q WHICH PACKAGING MATERIAL DO YOU BELIEVE BEST FITS EACH OF THE FOLLOWING ATTRIBUTES



"As well as being the preferred packaging material in two-thirds of the key attributes, paper and cardboard were the favoured materials for four out of the five sustainable attributes"



THE BRAND HANDSHAKE

MAIL HAS A SPECIAL PLACE IN THE MARKETING MIX AND THE ENVELOPE IS A CRUCIAL FIRST POINT OF TOUCH

THERE'S LITTLE DOUBT that direct mail and doordrop are going through a golden period of success, with report after report demonstrating their effectiveness at grabbing the attention of the consumer, compelling them to open and guiding them towards action. The latest JICMAIL results show that 77% of consumers read or looked at mail in Q4 2024, with the average DM piece interacted with for 133 seconds across a 28-day period.

Meanwhile the latest IPA Bellwether Report shows that despite marketing budgets being cut by an average of 4.8% – the first decline in four years – direct marketing experienced a solid budget expansion, with its net balance rising to 9%, up from 5.6% a year ago.

"In spite of considerable macroeconomic headwinds for businesses, the Bellwether survey provides some evidence of resilience among UK marketers," said S&P Global Market Intelligence economist and author of the report, Maryam Baluch. "An increased budget for direct marketing indicates a proactive and agile approach to overcoming these challenges."



TRUSTED AND TANGIBLE

The reason why mail remains so resilient in the face of substantial challenges is that it works on a pure one-to-one basis. In the moment of opening, there's no competition from other brands for attention, resulting in plenty of time and space for a consumer to take in the mail's message and act upon it.

"Direct mail continues to hold its ground in the marketing mix because it's a trusted, tangible form of communication," explains Ralph Barter, Trade Sales Director of Blake Envelopes (above). "Unlike fleeting digital ads or emails, direct mail engages multiple senses – touch, sight and even smell – which helps create a deeper cognitive impact. People physically hold a piece of mail, and that physical interaction builds credibility and memorability."

THE FIRST TOUCH

But before you get to the sales message itself, there's one crucial element of the mail strategy that the consumer has to engage with: the envelope. It may not be top of the agenda when it comes to campaign creative, but it can make the difference between a piece of direct mail being opened and read or put straight in the recycling bin.

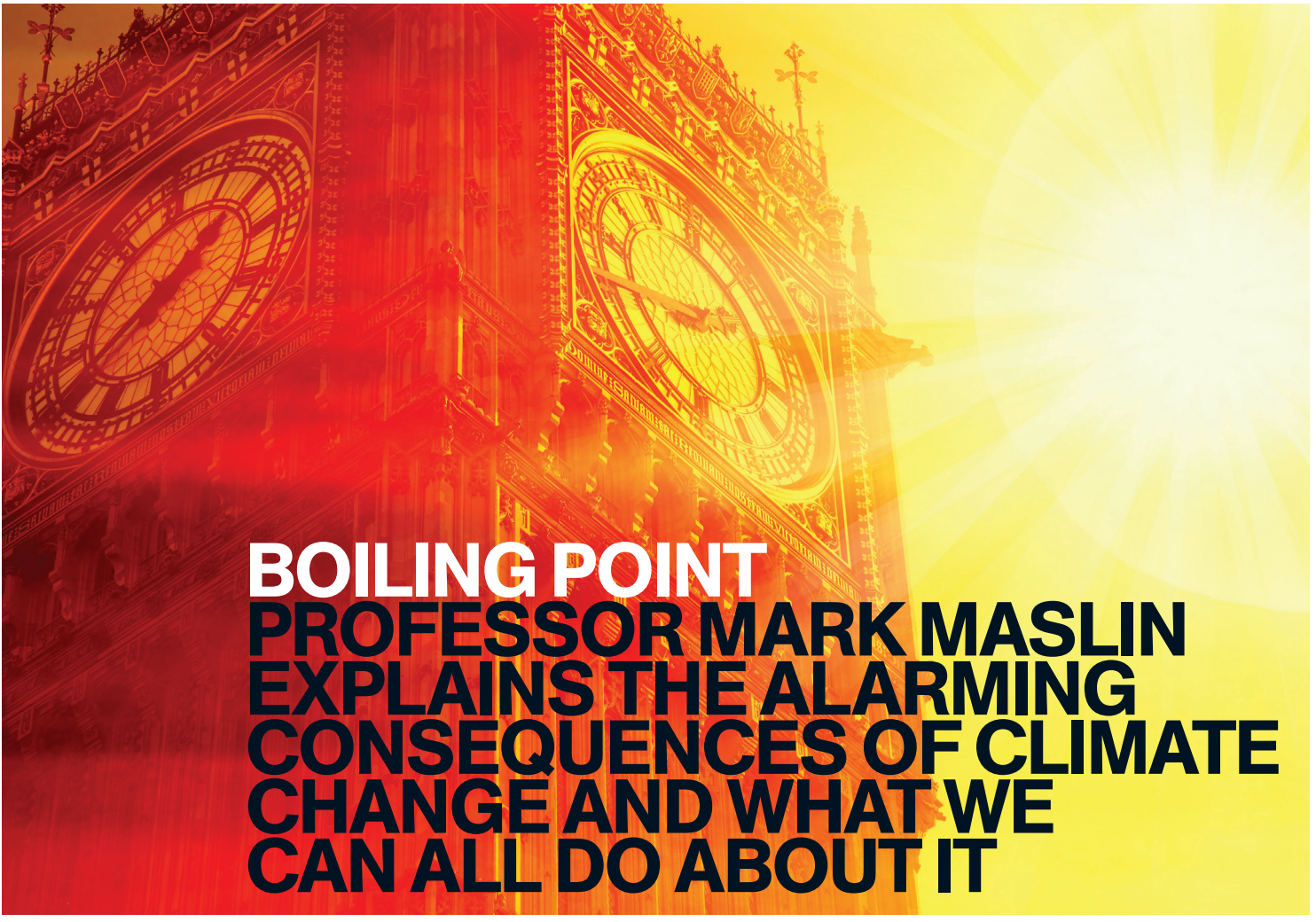
"First impressions are everything," says Barter, "and the envelope is your brand's handshake. It's the first physical touchpoint a customer has with your business, so its design, feel and quality speak volumes."

A well-crafted envelope piques curiosity, creates anticipation and builds excitement before the message inside is even revealed. In this way, the envelope not only increases open rates but also strengthens brand perception and engagement.

"Mail creates presence while the envelope creates curiosity," says Barter, "Together, they build anticipation – and that's absolute gold for engagement."

—

To find out more about Blake Envelopes, go to blake-envelopes.com



BOILING POINT

PROFESSOR MARK MASLIN EXPLAINS THE ALARMING CONSEQUENCES OF CLIMATE CHANGE AND WHAT WE CAN ALL DO ABOUT IT

AS PROFESSOR OF CLIMATOLOGY at University College London, Mark Maslin is one of the world's leading experts in global and regional climate change. He has 10 books, over 50 articles and more than 160 papers about climate change to his name, as well as appearances on numerous radio and TV shows, so understands the facts about how carbon emissions are changing the world's weather systems and their effects on people's daily lives.



"Governments need to step up with regulation and incentives that have real impact"
PROFESSOR MARK MASLIN

SOUNDING THE ALARM

Speaking at the latest partners meeting for the Carbon Balanced Paper and Print programme, Maslin delivered a presentation that alarmed and enthralled in equal measure, providing a detailed explanation of the origins of climate change and its devastating consequences.

"Since the beginning of the Industrial Revolution, we have increased CO_2 by 50%," he calmly stated. "We now have the highest level in the last three million years while methane levels have increased by 150%. The year 2024 was the warmest ever recorded, with ocean temperatures increasing and sea levels creeping up. And if any of you like skiing or snowboarding then I would do it now, because spring snow cover has reduced significantly every year since the 1970s."

CLIMATE CONSEQUENCES

The effects of climate change are all around us: more extreme storms, floods, droughts, heatwaves and wildfires, all of which may lead to food and water insecurity. Maslin gave the example of London temperatures hitting 40°C in July 2022 – that's 16°C warmer than the peak temperature in the previous 10 years.

"That led to thousands of excess deaths from the heat, as well as a billion potential work hours lost," said Maslin. "As it gets hotter and more humid, there are days when it's physiologically impossible to work outside, which affects construction and food production. So there's a huge impact on supply chains and cost."

AND NOW THE GOOD NEWS

However, it's not all apocalyptic doom and gloom. There are solutions available for governments, companies and individuals.

"Governments need to step up with regulation and incentives that have real impact, while corporations need to actually think about how to get to net zero as quickly as possible. And, of course, individuals can also influence government and corporations, so all three need to come together to make a change."

For more information on Carbon Balanced Paper, go to www.carbonbalancedpaper.com

EVENT CALENDAR
THE LATEST ENTRIES FOR YOUR 2025 DIARY





POWER OF PRINT SEMINAR
TUESDAY 4 NOVEMBER 2025
STATIONERS' HALL, LONDON
—

THE TWO SIDES POWER OF PRINT SEMINAR is now in its 15th year and is an important date in the print industry diary, attended by more than 200 print professionals from the paper, publishing, packaging and media industries.

Held at the historic Stationers' Hall in London, the event features a selection of the world's leading experts in print, marketing and the environment, each one delivering the latest insights into the constantly shifting world of paper and packaging. Following the event, there's an opportunity to network with colleagues and contacts at an exclusive drinks reception.

Organised by Two Sides and the BPIF in partnership with Canon, Fedrigoni and *Printweek*, the Power of Print Seminar offers the ideal opportunity for you to get up to date with every area of the industry and gain an in-depth understanding of print, paper and paper-based packaging's place in the retail arena.

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For more information about the seminar and to register your interest, go to powerofprint.info

ENVIRONMENTAL PACKAGING LIVE
24-25 JUNE
KIA OVAL CRICKET GROUND, LONDON
—

Combining a two-day show and awards, Environmental Packaging Live is dedicated to sustainable packaging, bringing together packaging manufacturers, designers, brands and retailers to learn, network and celebrate innovation in the packaging sector. With panel discussions and networking opportunities, delegates will receive the latest thinking in manufacturing, design, technology, supply chain and sustainability.

—

For more information, go to environmentalpackaging awards.co.uk

THE PRINT SHOW
23-25 SEPTEMBER
NEC BIRMINGHAM
—

As the only exhibition entirely dedicated to the UK print sector, The Print Show gathers the world's top exhibitors from all corners of the industry to talk, sell, buy and learn about print. The primary meeting point for the market, the event offers visitors the opportunity to learn about and experience the latest technological developments, as well as meet and network with peers and access advice from some of the top experts in print.

—

For more information, go to theprintshow.co.uk

LONDON PACKAGING WEEK
15-16 OCTOBER
EXCEL LONDON
—

Spread over two halls of Excel London, this vast packaging show features four dedicated areas that cover the beauty, fashion, luxury drinks, food and beverage sectors, with the industry's top companies and brands eager to exhibit, talk, network and showcase their latest packaging innovations. Alongside the exhibition, three conference theatres will also host a packed line-up of speakers to deliver the latest information on the industry and bring delegates up to speed with the latest packaging insight.

—

For more information, go to londonpackagingweek.com

SUSTAINABILITY IN PACKAGING EUROPE
21-23 OCTOBER
BARCELONA, SPAIN
—

With an increased focus on packaging sustainability, this Europe-wide event is becoming more and more important and well-attended, with more than 600 packaging professionals making the trip to Barcelona every October. This year promises a range of speakers and panellists from global brands such as Aldi, Mondelez International, Mars, H&M and Decathlon, plus an exhibition hall full of the continent's top packaging companies, all keen to chat and network about their sustainable solutions.

—

For more information, go to bit.ly/Sustainability-Europe



TO IMPROVE LITERACY, GO LARGE



A STUDY IN THE US has found that large-print books can significantly improve student literacy development, increasing both engagement and achievement levels. The research by non-profit education organisation Project Tomorrow found that 87% of teachers saw a positive impact on their students' reading success when they made the switch to large-print books.

"When a simple change in format can lessen distractions, increase the time students spend reading, and improve participation in classroom read-alouds, the impact is enormous," said Julie Evans, CEO of Project Tomorrow. "Large-print books are easy to integrate across the curriculum in social studies, history and in any library collection – and teachers don't require any additional training to use them."

The study also found that large-print books decrease stress and anxiety within children about reading for school, boost confidence in reading abilities, and particularly benefit students who are learning English.

—

For more information, go to bit.ly/YLP-Research

THE RECYCLABILITY FACTOR

ACCORDING TO NEW research by packaging company Amcor, recyclability claims are the most influential factor on consumer purchase decisions, with 84% of consumers reporting they check on-pack instructions to find out how they dispose of products.

The company recently released the third edition of its consumer claims research report, which also found that 71% of consumers understand claims that state 'Made with recycled materials', while 72% say they understand paper-based packaging claims and use them to inform purchase decisions. Interestingly, 18% of consumers also say they are willing to pay more for recyclable packaging.

"Amcor's new consumer research equips brands with the insights they need to align packaging decisions with credible claims that shoppers will easily recognise, understand and respond to," said Gerald Rebitzer, Senior Director of Sustainability and Public Affairs, Amcor Flexibles EMEA. "This report is a crucial tool for brands looking to meet consumer demand for more sustainable and circular packaging solutions and stay on the front foot of mandates soon to be enforced by PPWR."

—

To find out more, go to amcor.com/sustainability

revive™
Carbon Balanced Recycled Papers
✔ Made from FSC Recycled certified fibre
✔ Carbon Balanced via World Land Trust
✔ Available in high white and natural finishes
✔ Suitable for all print processes
✔ Next day delivery across the UK
✔ Swatches, samples and dummies available on request
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FRESH THINKING FROM PAPER-PACKAGED HIGH STREET UNDERWEAR TO JAPANESE BEER BREWED ESPECIALLY FOR BOOK LOVERS, WE BRING YOU THE LATEST PAPER DESIGNS AND INNOVATIONS

BEER FOR BOOKS

One of Japan's largest second-hand book retailers has partnered with a Japanese brewery to launch a limited-edition beer brewed especially for book readers. BOOK IPA was created through a partnership with second-hand book retailer Value Books and Coedo Brewery, bringing together two companies with complementary approaches to sustainability – one extending the life of books while the other upcycling ingredients such as sweet potatoes in its brewing process. To cater for readers, BOOK IPA is said to be a more subtle brew than traditional IPAs, with an alcohol content of 6% that aims to "open the senses without overwhelming them". The beer is the first of what Value Books hopes will become a series of reading-optimised beers, with future releases planned to match different literary genres.





THIS IS NOT JUST PACKAGING...

One of Britain's biggest retailers has overhauled a large section of its menswear packaging by replacing plastic materials with paper. The whole Marks & Spencer's Men's Essentials range, including all men's socks, as well as men's woven pyjama sets and almost 40% of men's underwear lines, is now available in FSC-approved paper packaging with paper hooks, which can be easily recycled at home. "We know we have a responsibility to do the right thing when it comes to our packaging by reducing unnecessary plastic," said Katharine Beacham, head of sustainability in clothing and home at M&S. "This one small change to our men's essentials range will make a huge difference by removing over five million units of plastic from our supply chain." With 20 million pairs of socks sold each year and one in five UK men purchasing their underwear and nightwear from M&S, it's a huge move, and one that's expected to be followed by additional product packaging being converted to paper, removing a further 3.5 million units of plastic.





TOP CAP

With paper and fibre alternatives gradually replace traditional plastic packaging in the supermarkets, the plastic caps of aerosol cans are the latest to receive a more sustainable makeover. French packaging manufacturer WIMBÉE has developed the first cardboard cap, using German company Koehler Paper's NexCoat Smart flexible packaging paper on the cap's surface. According to the press release, the paper's high fold-crack resistance provides excellent laminating, shaping and printing properties on the cardboard's surface. "Koehler NexCoat Smart is ideally suited to the challenge of creating a greener and, in particular, recyclable alternative to standard caps," said Bettina Bastien, Brand Owner Manager for Flexible Packaging Paper at Koehler Paper. "It is made of renewable raw materials and can be reused multiple times within the established paper recycling process."

THE ART OF PAPER

Paper and packaging company James Cropper has teamed up with artist Nathan Ward to create a stunning 3D work of art made entirely from moulded fibre and paper. The diorama, titled 'Message in a Wrap' was inspired by James Cropper's 180-year legacy of craftsmanship and packaging innovations, and highlights its partnership with premium whisky distillery Bruichladdich. The artwork depicts Bruichladdich's Isle of Islay-based distillery side-by-side with James Cropper's historic Burneside mill. "There's a natural synergy between the James Cropper and Bruichladdich businesses, with both placing an emphasis on their rich heritage, sustainability and innovation," said Jordan Scott, marketing communications manager at James Cropper. "And there's a compelling parallel between whisky-making and paper production, as both processes delicately transform raw materials into something more elegant and refined."

THE GREAT OUTDOORS

Leading packaging company Antalis has launched a new publication that provides a comprehensive guide to packaging materials, innovative designs and sustainable solutions. Available to download for free, the book delivers detailed information on packaging materials and their applications, packaging designs and solutions, and the environmentally responsible options that cater to today's eco-conscious consumer. "Effective packaging isn't just about material costs," says Chris Liddell, Antalis Packaging Director UK. "It's about minimising damage, optimising cost per pack and enhancing the customer experience from unboxing to disposal. This book demonstrates the knowledge that Antalis Packaging has and the strategies we use to help our customers and businesses balance cost management with sustainability and efficiency, whether through using less materials, optimising design, choosing non-plastic alternatives or automation of packaging using the latest machine technology."

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To download the book, go to ask.antalis.co.uk/Big-BookRegister

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