The Page_

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

Trend Tracker Survey 2025
All the results from the latest Two Sides research into the public's perception of print
—
Member benefits
Ten reasons why you should join Two Sides and what you get as a member
—
Anti-greenwash
The latest figures from the Two Sides campaign to keep companies honest about their eco-messaging

CUT THROUGH THE NOISE

DISCOVER THE VALUE OF PRINT AT THE 2025 TWO SIDES POWER OF PRINT SEMINAR



THE ISSUE IN NUMBERS

64%

The percentage of Gen Z adults that are planning to cut their screen time at Christmas | **03**

1,320

The number of instances of greenwashing that have been removed or amended thanks to Two Sides | **06**

76%

The percentage of consumers that want the right to choose how they receive communications | **06**

8,800

The number of products investigated by Which? in a greenwashing research project | **07**

12

The number of speakers at the 2025 Two Sides Power of Print Seminar | **08**

12,400

The number of people surveyed for the 2025 Two Sides Trend Tracker survey | **10**

53%

The percentage of people that find paper the easiest material to recycle | **13**

"I love the fact that Two Sides is a voice for paper advocacy and how it stands up to companies that are greenwashing" 10

ABOUT TWO SIDES

Two Sides is a not-for-profit global initiative that promotes 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...

EMGE
European Converted Paper Association (ECPA)
Schades Group



HAPPY CHRISTMAS PRINT!

THE IPA'S LATEST survey has predicted that Christmas 2025 could be a great time for print media as almost half of all British adults plan to limit their screen time across the festive period. Based on a survey of 2,000 UK adults, the 2025 IPA Christmas Consumer study reveals that Gen Z is driving the planned digital detox, with nearly two-thirds (64%) saying they plan to slash their seasonal screen time, with millennials close behind (57%).

When asked why they want to put down their devices, 62% say that too much screen time takes away from what Christmas should really be about and nearly two thirds (65%) say that Christmas is a time to put the phone away and be more present.

62%
OF GEN Z SAY THAT TOO MUCH SCREEN TIME TAKES AWAY FROM WHAT CHRISTMAS SHOULD REALLY BE ABOUT

While this is good news for families and friends getting together and being more social, it also presents an opportunity for brands to use print to engage their customers during the crucial festive period.

"In an environment where capturing attention may prove more difficult," said IPA Insights Manager Eric Kreis, "brands will have to work even harder to stand out through relevant, resonant and emotionally engaging advertising."

—

For more information on the IPA 2025 Christmas Consumer study, go to bit.ly/IPA-Christmas-Consumer



FACTS OF THE MATTER

THE BRITISH PRINTING INDUSTRIES FEDERATION (BPIF) has released its latest UK Printing Facts & Figures brochure, which shows the considerable economic importance and productivity credentials of the UK printing industry, and demonstrates the effectiveness and sustainability of print as a modern communication medium.

Using data from a wide range of sources, including Two Sides, the biennial report is used to educate government agencies, politicians, parliamentarians, public servants and other organisations, to ensure they understand the vital role print plays in British society and the performance of the UK economy.

"Thanks to collaborations with Two Sides, Print Power and Smithers, we have been able to use industry-specific research to show the significance of the printing industry to the UK economy," stated BPIF Economist Kyle Jardine. "This significance is demonstrated in terms of productivity and value added, and how print engages and delivers in advertising."

—

To download the BPIF Q2 Printing Outlook report, go to britishprint.com/research/facts-and-figures

SPONSORED BY HEALEYS denmaur A CARBON BALANCED COMPANY Royal Mail

10 REASONS TO JOIN TWO SIDES

DISCOVER WHY YOU SHOULD BECOME PART OF A GLOBAL NETWORK THAT CHAMPIONS THE SUSTAINABILITY OF PRINT, PAPER AND PAPER-BASED PACKAGING



TWO SIDES
www.twosides.info

LOVE PAPER®
www.lovepaper.org

IF you are a member of Two Sides, you will already know the many benefits of being part of a global network that proactively promotes the sustainability of print, paper and paper-based packaging.

If not, then it's high time you became aware of Two Sides and its work, from campaigns to eradicate greenwashing and demonstrate the value of print to in-depth global research and industry-defining events.

Whether you are looking to become a member or have been a valued partner for years, it always helps to be reminded of the value of being a Two Sides member and the credibility, insight, resources and support you gain. We present the top ten reasons for joining Two Sides.

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

01

ENHANCE SUSTAINABILITY REPUTATION

By joining Two Sides, you align your company with the Two Sides Member Principles, a respected framework for responsible business practice in the print and paper industry. This signals to customers, partners and stakeholders that you are serious about environmental stewardship and are committed to transparency.

02

MARKETING AND COMMUNICATION RESOURCES

Two Sides members gain exclusive access to an extensive library of professionally designed, co-brandable resources, including brochures, fact sheets and social media content. These materials are backed by credible research, helping you to communicate the positive sustainability story of paper and print.

06

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

Membership offers access to webinars, workshops and training sessions to keep your staff up to date on the latest sustainability issues, as well as industry innovations and best practice communication strategies.

07

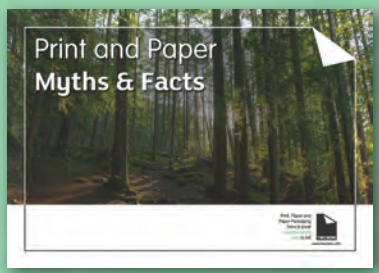
GLOBAL NETWORK ACCESS

Two Sides operates internationally, meaning UK members can tap into a worldwide network of professionals and resources. This opens up many opportunities for cross-border collaborations and sharing global sustainability insights.









03

ACCESS TO INDUSTRY DATA, RESEARCH AND SUPPORT

Stay informed with the latest consumer research, market reports and sustainability trends. Two Sides members receive regular updates, articles and insights that help inform decision-making, product development and marketing strategy, providing your business with the environmental knowledge to promote your sustainability values.

04

NETWORKING AND EVENTS

Two Sides organises a number of opportunities throughout the year to meet and collaborate with industry peers, from printers and publishers to suppliers and environmental experts. Whether in-person or online, our events attract the world's leading industry experts to encourage the exchange of ideas and best practice.

05

INFLUENCE ENVIRONMENTAL MESSAGING

Two Sides actively engages with brands, companies, government bodies and publishers to challenge unsubstantiated environmental claims, especially misleading "Go paperless" messages. As a member, your voice becomes part of a united front that advocates for fact-based communication.

08

POSITIVE CUSTOMER ENGAGEMENT

Sustainability matters to today's consumers. By sharing Two Sides' engaging facts, statistics and stories, you can educate your customers, demonstrate shared values and strengthen relationships.

09

LOVE PAPER CAMPAIGN

Gain access to the Love Paper campaign assets and branding, which can be used on printed communications, paper packaging and more. Two Sides members also have early access to the Love Paper Week resources for use in their own communication schedules.

10

COUNTERACTING DIGITAL MYTHS

Many people believe that digital communication has less environmental impact than print. Two Sides equips you with clear and credible evidence to counter these misconceptions, positioning your products as sustainable, renewable and recyclable.



RECORD-BREAKING GREENWASH SUCCESS OVER 1,320 INSTANCES OF GREENWASHING REMOVED THANKS TO TWO SIDES CAMPAIGN

THE LATEST FIGURES from the Two Sides Anti-Greenwash campaign have been released, demonstrating the success of the global initiative. Two Sides has now challenged over 3,000 organisations around the world found to be making misleading environmental claims about paper. As a result, more than 1,320 instances of greenwashing have been removed or amended.

Defined as the act of using misleading environmental statements in communications, greenwashing is a serious issue for the print and paper industry, and the consequences are significant. A 2021 study by Two Sides and Censuswide found that in the European mailing and postal sectors, greenwashing could result in an estimated €337m in annual revenue losses due to declining trust and reduced paper use.

In Europe alone, Two Sides has persuaded more than 840 organisations, including major brands such as HMRC, Santander, Volksbank and Hess Natur to withdraw misleading anti-paper messaging from their communications.

"Greenwashing not only violates established environmental marketing standards but also significantly damages the reputation of an industry with a strong and improving sustainability record," says Jonathan Tame, Managing Director of Two Sides Europe. "A thriving market for paper products supports forest growth through sustainable forestry."

COMMUNICATION CHOICE

The rise in greenwashing is often driven by economic pressures, with many companies using misleading statements to persuade customers to switch from paper-based communications to digital platforms in order to reduce costs. However, consumers are becoming increasingly aware of the practice and prefer to have the choice of how they receive their information.

According to the 2025 Two Sides Trend Tracker report, 56% of European consumers believe that the environmental reasons given for moving to digital are disingenuous and primarily motivated by cost reduction. Furthermore, 76% of consumers want the right to choose how they receive communications and oppose being forced into digital-only options.

As well as customer communications, sectors such as tissue and paper-based packaging are also being threatened by the practice of greenwashing, with companies making vague or unverified claims about new or alternative fibre sources being more sustainable.

"Challenging greenwashing is critical, not only to protect consumer choice but also to uphold the reputation and economic health of the print, paper, packaging and forestry sectors," says Tame. "These industries support over 640,000 jobs and span more than 112,000 businesses across Europe."

—

Please send any examples of greenwash to greenwash@twosides.info

> "GREENWASHING NOT ONLY VIOLATES ESTABLISHED ENVIRONMENTAL MARKETING STANDARDS BUT ALSO DAMAGES THE REPUTATION OF AN INDUSTRY WITH A STRONG AND IMPROVING SUSTAINABILITY RECORD"

WHICH? PUBLISH THE RESULTS OF ITS GREENWASHING INVESTIGATION

THE CONSUMER RIGHTS BRAND *Which?* has just published the findings of its research into greenwashing in the retail sector. The extensive study, covering more than 8,800 online products, found that nearly two-thirds failed at least two principles of the UK's Green Claims Code, a set of guidelines set by the Competition and Markets Authority (CMA).

"Sustainability matters to consumers and the green claims made by businesses influence consumer decisions," states the *Which?* report. "However, it can often be impossible for individual consumers to verify whether claims about the environmental impact of a product are genuine and accurate. This may incentivise some businesses to make misleading green claims, to the detriment of consumers, honest businesses and the environment."

GREEN CLAIMS FAIL

Of the 8,800 products initially investigated, 22% contained green claims in their product descriptions, with each product containing an average of three claims. However, 62% of the products with green claims failed checks relating to the six principles of the Green Claims Code.

In addition, 49% of the products with green claims don't justify or explain vague terms like 'sustainable' or 'eco-friendly', and 55% included no evidence with their claims or provided a link or reference to it.

"[Green claims] can lead to consumers buying products they believe are more sustainable than they actually are and paying a premium for them," states the report. "It also undermines businesses that genuinely invest in sustainability, weakening their competitive advantage and discouraging other businesses from acting more sustainably."

GREENWASH EXAMPLES

The *Which?* report found a significant number of product descriptions that not only used unsubstantiated or vague claims concerning the sustainability of the product but failed other principles of the Green Claims Code, such as focusing on one element, not clarifying offsetting claims or stating an industry standard as an environmental benefit. Examples include:

Tech21 iPhone 15 Pro Max phone case

Claim: 'With our innovative bio-spice formula, over 60% of this case breaks down into the earth once you're finished with it, leaving no trace of microplastics.'

—

Which? verdict: 'There is no supporting evidence for its claim, either in the product description or elsewhere on its website. 'Bio-spice' is not a well-known term and, in our view, should be explained.'

Smirnoff Red Label Vodka

Claim: 'Filtered ten times through seven columns of environmentally sustainable charcoal.'

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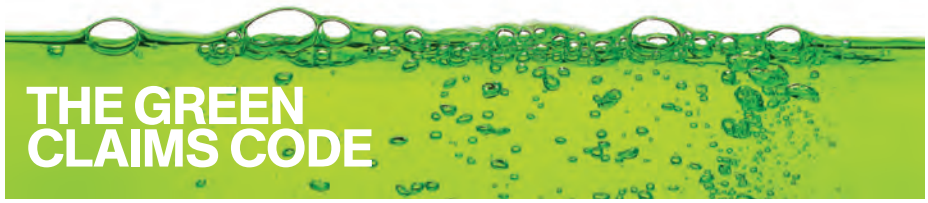
Which? verdict: 'It's unclear what 'environmentally sustainable charcoal' means in this context. No further explanation is given in the product listing and there are no links to any supporting evidence.'

Birds Eye Chicken Shop Salt & Pepper Chicken Goujons

Claim: 'For a sustainable tomorrow.'

—

Which? verdict: 'There's nothing in the product description or a linked report explaining why chicken is part of a 'sustainable tomorrow'.'



The Competition and Markets Authority's Green Claims Code has six key principles to help businesses comply with the code. Green claims should:

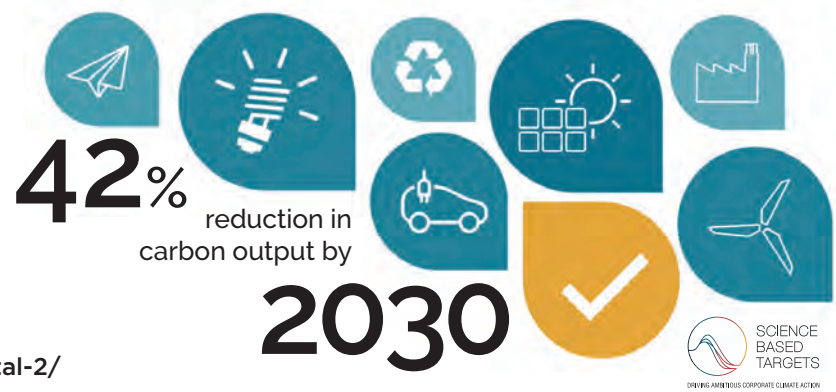
- Be truthful and accurate
- Be clear and unambiguous
- Not omit or hide important information
- Make fair and meaningful comparisons
- Consider the full life cycle of the product
- Be substantiated.

The Digital Markets, Competition and Consumers Act 2024 (DMCC) has recently given the CMA more direct enforcement powers, including the ability to impose financial penalties of up to 10% of a business's global turnover.

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For more information, go to greenclaims.campaign.gov.uk

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

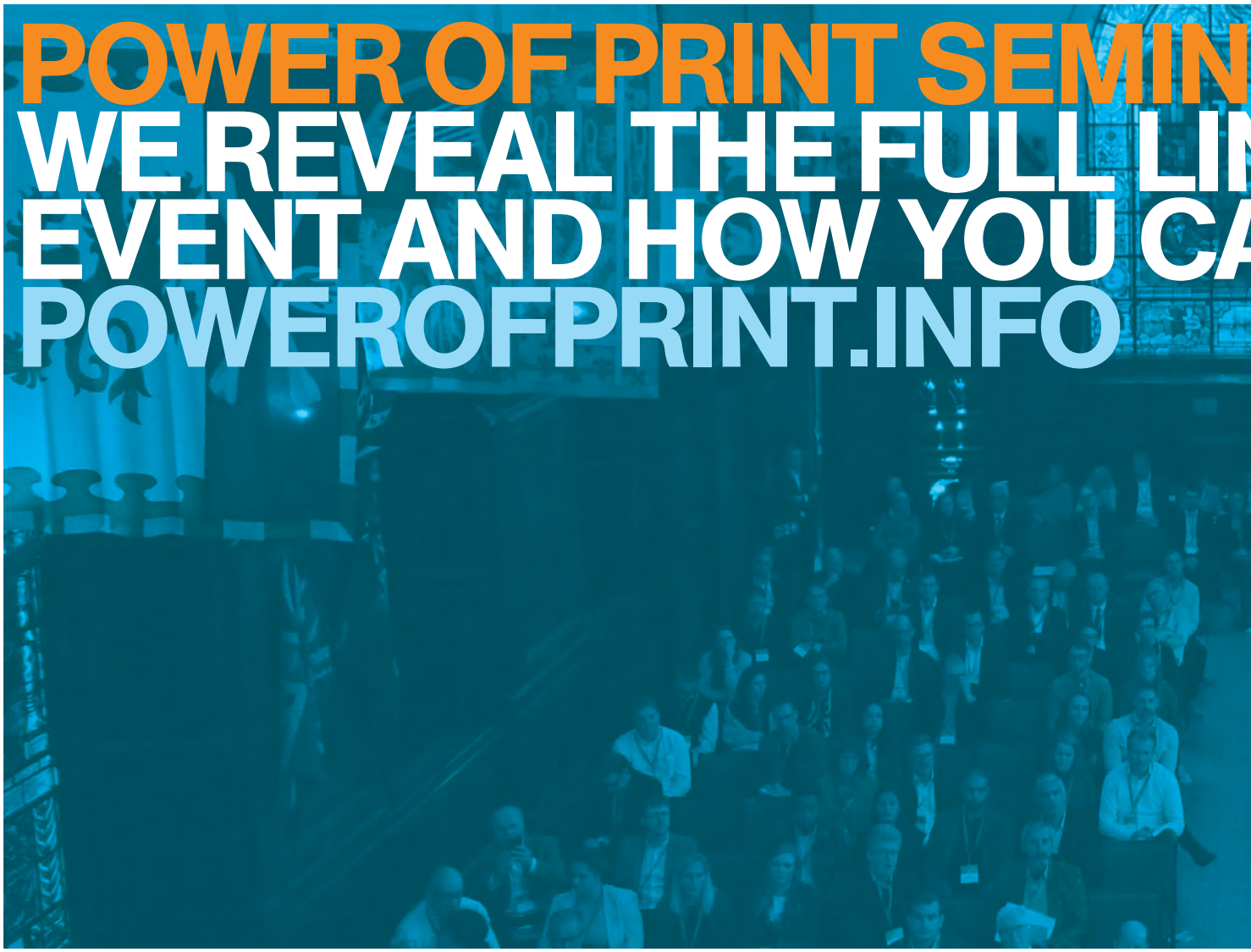


POWER OF PRINT SEMIN

WE REVEAL THE FULL LIN

EVENT AND HOW YOU CA

POWEROFPRINT.INFO



TWO SIDES IS EXCITED to announce the full line-up for the 2025 Power of Print Seminar – a must attend event for professionals across the print, paper, publishing, packaging, marketing and media sectors. Now in its 15th year, the day-long event will be held on Tuesday 4 November at Stationers' Hall in London, one of the print and media industry's most historic venues.

Organised by Two Sides and the BPIF, in partnership with Canon, Fedrigoni and *Printweek*, the Power of Print Seminar promises to deliver a unique blend of thought leadership, trend analysis and strategic insight, all designed to explore print's evolving role in a constantly shifting world. It's an event where the industry's leading experts gather to share their thoughts on the current landscape and future trajectory of the print, packaging and environmental industries.

With 12 speakers lined up to deliver their unique knowledge and insight to an audience of over 200 professionals, the event will cover topics from the latest economic facts about the print and paper industry to the hidden networks that drive consumer decisions. Following the formal presentations, there is an exclusive drinks reception, providing an opportunity for networking with fellow print professionals, speakers and sponsors.

"We're all incredibly excited by the line-up for this year's Power of Print Seminar," says Jonathan Tame, Managing Director of Two Sides Europe. "It combines data scientists, communications specialists, and leaders in the packaging sector and environmental experts. Between them, delegates will receive a 360-degree view of the future of the print, paper and packaging industries."

The Power of Print Seminar is more than just a conference, it's a strategic forum, with attendees gaining actionable intelligence on how to leverage print in today's consumer and retail arenas, enabling them to understand the environmental advantages of paper and navigate the challenges and opportunities of communications, marketing and packaging.

HOW TO BOOK

4 NOVEMBER, 2025 AT STATIONERS' HALL, ST. PAULS, LONDON

TO SECURE YOUR PLACE AT THE 2025 POWER OF PRINT SEMINAR, GO TO POWEROFPRINT.INFO

TICKETS ARE £199 FOR THE DAY, INCLUDING LUNCH, REFRESHMENTS AND DRINKS RECEPTION

MEMBERS OF TWO SIDES AND BPIF RECEIVE A 25% DISCOUNT



AR 2025
NE-UP FOR THIS YEAR'S
AN BOOK YOUR PLACE

SEMINAR SPEAKERS
THE FULL LINE-UP OF THE 2025 POWER OF PRINT SEMINAR



BEN BRIGGS & TOM RIDGES
Managing Partner at Join the Dots, and Founder of Herdify

As highly experienced names in media and marketing, Ben and Tom have come together to explain how behavioural data can map the hidden networks that drive consumer decisions, before turning that intelligence into addressable, measurable media strategies. The result is an 'algorithm' that compels people to act.



AMANDA GRIFFITHS & EVE STANSELL
Head of Communications Planning and Insight, and Planning Director, MarketReach

These two leading figures in marketing and media join forces to deliver a talk on the importance of trust for commercial success. Taking in advertising, media and brand values, Amanda and Eve will explain the definition of trust and how it impacts consumer behaviour.



JON BICKLEY
CEO, Anthem Publishing

Jon Bickley's passion for storytelling and culture has led his company, Anthem, to become one of the UK's most respected voices in lifestyle publishing, so he understands the value of print. His talk will focus on the unique aspects of print and how the explosion of AI and the decline of search referrals could fuel a return to more authentic messaging across the retail sector.



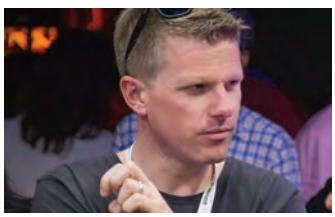
CLIVE BOOTH
Canon Ambassador

Demonstrating the close connection between Canon Europe and creativity, Clive Booth is one of the most in-demand photographers for luxury brands across the world. Clive's talk will focus on how his background in graphic design ignited a passion for the tactile and emotional power of print, demonstrated by his latest project, The Silence After Applause.



SIMON HARROP
Founder, The Aroma Company

As Founder of The Aroma Company, Simon Harrop champions adding sensory value to print to boost engagement, memory and emotional impact. Using compelling data and real-world examples, he will demonstrate how stimulating multiple senses can transform printed communications.



GREG BROOKS
CMO, oi.tt

The Chief Marketing and Commercial Officer at oi.tt, Greg Brooks will explain why 'connected print' is the future – elevating consumer experience, promoting sustainability and unlocking new value for brands and consumers. His presentation will not just enable you to look into the future, but to experience it as well.



ROGER WRIGHT
Waste Strategy & Packaging Manager, Biffa

Roger Wright's talk will focus on the best innovations and worst mistakes in the packaging industry, delivering an engaging look at the sector and where it's heading. Roger has a unique perspective on packaging and how businesses can reduce their carbon impact.



TREWIN RESTORICK
Founder, Hubbub

Hubbub is an award-winning environmental communications company and its founder, Trewin Restorick, is a big name in the recycling and resource sector. His talk will help companies decide how sustainability fits into their agenda at a time of political, economic and social challenge.

TAKING THE PULSE OF PAPER

DISCOVER WHAT PEOPLE ACROSS EUROPE REALLY THINK ABOUT PRINT, PAPER AND PACKAGING



EVERY TWO YEARS, Two Sides asks thousands of people across the world a big question for our industry: What do people really think about print, paper and packaging? It's a question that lies at the heart of current and future prospects for the sector, gauging public opinion about our core material and how we can develop and adapt to tackle key challenges and opportunities.

The survey covers a vast range of topics, from consumers' perceptions about the sustainability of paper to their preferences for printed or digital communications. Some of its findings will surprise and delight while others may alarm, but taken with previous Trend Tracker surveys, is a trusted snapshot of consumer perception and an overview of how that perception has changed over the past five years.

MYTHS AND MISCONCEPTIONS

The 2025 Trend Tracker survey was carried out in January 2025 and gathers the opinions of more than 12,400 people from Europe, North America, South America, Africa, Australia and New Zealand. Consumers were asked a series of questions that probed their thoughts and attitudes towards a wide variety of forms of print, paper, packaging and tissue products, as well as paper's impact on the environment.

"The Trend Tracker survey is a vital tool for understanding how consumer perceptions are shifting across a wide range of topics," says Jonathan Tame, Managing Director of Two Sides. "This year's findings reveal a steadier and more consistent view across Europe, with modest improvements in public understanding. However, the survey also highlights some persistent misconceptions that the industry must continue to address."

One of those misconceptions is that, in Europe, just 16% of people understand that forests are actually growing rather than shrinking, a figure that's up by 1% from the previous survey carried out in 2023. However, that understanding has improved, with the amount of people thinking forests are shrinking reducing from 56% in 2025 compared to 64% in 2021.



"IT'S A TRUSTED SNAPSHOT OF PUBLIC PERCEPTION AND AN OVERVIEW OF HOW THAT PERCEPTION HAS CHANGED"
JONATHAN TAME

RECYCLING FACTS

Another good result is that consumer knowledge of paper's recyclability is improving, with 25% of people now knowing that over 60% of paper gets recycled in Europe. This compares to just 18% in 2023 and 16% in 2021.

In 2024, a total of 53.4 million tonnes of paper was collected and recycled in Europe, resulting in a recycling rate of 75%. For paper packaging, the European recycling rate is even higher, with 83% of paper and cardboard packaging recycled.

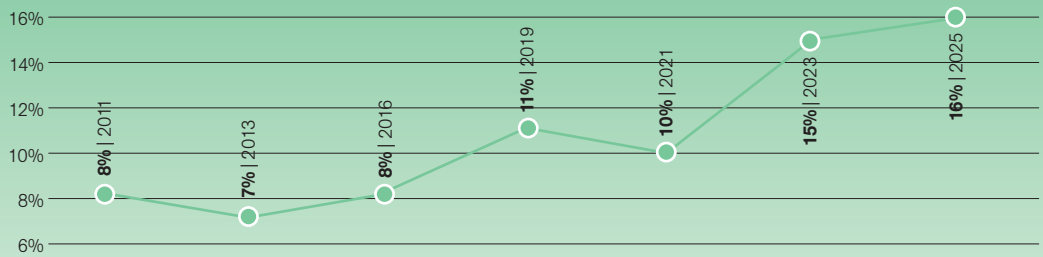
"The fact that many people still believe European forests are shrinking is a major concern," says Tame. "This is despite clear data that shows that forests have actually been growing for decades. The industry clearly has more work to do in explaining the whole sustainability story of paper, from responsible forestry and renewable materials to high recycling rates."

PEOPLE'S PASSION FOR PRINT

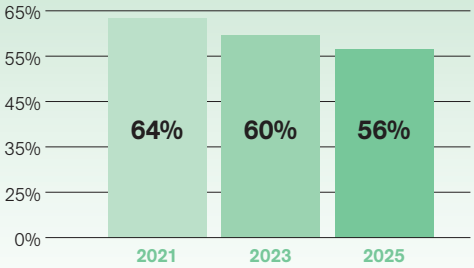
One of the key areas of the survey is uncovering people's attitudes towards print in various forms of



CONSUMERS WHO UNDERSTAND FORESTS ARE GROWING

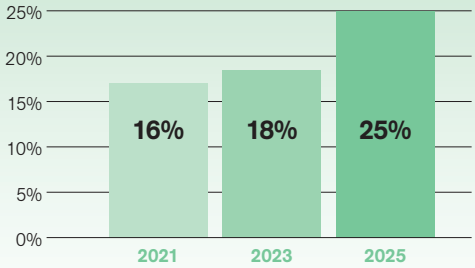


FEWER CONSUMERS THINK EUROPEAN FORESTS ARE SHRINKING



While 56% of consumers still believe forests are shrinking in 2025, this figure has continually reduced over the years from 64% in 2021

CONSUMERS WHO UNDERSTAND THE PAPER RECYCLING RATE EXCEEDS 60%



The amount of people who know that the European paper recycling rate is above 60% has increased. The current rate is 79%

media, and this year's survey found their preference for print remain steady across all major categories. When asked whether they prefer to read certain media in print or digital, 65% prefer reading books in print and 48% prefer printed magazines.

The majority of consumers also prefer to receive or read important documents in print rather than digital, driven by a sense of security, permanence and ease of access. The right to choose how they receive personal documents such as legal, financial or medical records is also clearly important, with 76% wanting the choice between print and digital.

PACKAGING PREFERENCES

Since the Covid pandemic accelerated the shift from in-person retail to e-commerce, the packaging sector has seen a significant increase in demand for products, with the sustainability of paper-based packaging a huge advantage. This has led to a clear preference for paper-based packaging among consumers, drawn by its high compostability and recyclability, and lower environmental impact.

When asked to select their preferred packaging material based on various important environmental, visual and physical attributes, paper came out top in nine out of 15 categories. Paper/cardboard stood out for its environmental benefits, with 75% of respondents choosing it for being the most home compostable/biodegradable, while 53% considered it better for the environment and 51% said it's easier to recycle.

This preference is due to an increase in consumer knowledge in the importance of recycling and sustainability, with customers demanding that their favourite brands adopt more recyclable packaging options. And retailers need to listen: 41% of respondents would consider avoiding a retailer if they didn't reduce their use of non-recyclable packaging and 53% would buy more from retailers who removed plastic from their packaging.

THE WORK CONTINUES

There are many encouraging things to take from this year's Two Sides Trend Tracker survey, not least the increasing awareness of the environmental benefits of print, paper and paper-based packaging, and people's continuing preference for paper media across the world.

But as with every industry, there is more work to be done in creating better consumer understanding of the sustainable nature of paper products and reducing the misunderstandings around the industry's vital role in managing sustainable and growing forestry resources for current and future generations.

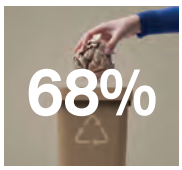
"These misunderstandings show exactly why initiatives like Two Sides and Love Paper remain so important," says Tame. "Our role in providing accurate, accessible information about the environmental credentials of paper-based products is more critical than ever."

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To download the 2025 Two Sides Trend Tracker report, go to twosides.info/trend-tracker-2025



66% BELIEVE IT IS IMPORTANT TO USE PAPER FROM SUSTAINABLY MANAGED FORESTS



68% UNDERSTAND WHICH TYPES OF PRODUCTS CAN GO IN THE RECYCLING BIN



TREND TRACKER TAKEAWAYS

- **People's understanding of paper's sustainability is getting better, but slowly.**
- **Paper-based packaging has a strong reputation, but the industry still needs to tell its story clearly.**
- **Print remains highly valued for trust, comprehension and emotional connection.**
- **Sustainability expectations go beyond packaging – consumers also want greener choices in everyday items.**



"TWO SIDES IS A VOICE FOR PAPER ADVOCACY"

ANTHONY ROWELL, SALES & CUSTOMER SUCCESS DIRECTOR AT TRADEPRINT, EXPLAINS WHY THE COMPANY SUPPORTS TWO SIDES

What are your reasons for supporting Two Sides?
I've always been a big believer in Two Sides and have been involved with the organisation since my early days at the first company I worked for, Polar Print. I love the fact that Two Sides is a voice for paper advocacy and how it stands up to companies that are greenwashing in their communications. We need an organisation that's prepared to hold companies to account when it comes to false sustainability claims.

How important is sustainability to Tradeprint?
We couldn't be more passionate about sustainability. I chair the BPIF Environmental Forum, as well as the IPIA Standards and Best Practice Committee, which has sustainability within its remit. I see Jonathan Tame [Managing Director of Two Sides] at these forums, and it's great to see Two Sides represented there.

At Tradeprint, we put our money where our mouth is. We get involved and have ambitions to drive the business as well as the industry in a more positive way. So if a customer or even a competitor approached me and asked what we are doing around sustainability and whether we could help them, I would happily sit down and talk about our initiatives and why we do it.

What are your current growth areas in print?
We're doing really well in traditional print like booklets and brochures. That remains very robust. Small formats like leaflets, flyers and business cards are more of a challenge and print runs are dropping due to less volume and more targeting. Content and personalisation is becoming more and more important.

How has Two Sides helped Tradeprint with its sustainability ambitions?
We had some great support from Jonathan and the team when we did a virtual Open Day. Jonathan was a keynote speaker and he's also helped with education when we had a raft of new starters. We've also organised calls in which he's explained the role of Two Sides and talked in general about sustainability. Two Sides is a great organisation and I couldn't be happier to have its name on our website.

What are your personal thoughts on climate change?
I want to see more direct action to slow down climate change. It's too late to turn it around, but I'm really passionate about at least halting it. I think we've made some daft decisions at both a government level and a human level, and we should start making better decisions to help slow down climate change. I can only do my little bit, but if my little bit means helping others and helping the industry then I'll happily do that.

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For more information about Tradeprint, go to tradeprint.co.uk



PAPER

THE EASIEST MATERIAL TO DISPOSE OF AND RECYCLE

A NEW SURVEY by Aquapak, a sustainable materials company, has revealed that more than half of respondents find paper the easiest to recycle, making it number one in a list of common packaging materials.

When asked which everyday packaging is the easiest to dispose of and recycle, 53% said paper, while 18% said glass, 13% said plastic, 9% mixed materials and 7% metal. The research also highlighted an issue with packaging recycling instructions, with 70% of consumers saying they are confused by which packaging can and cannot be recycled.

Just 10% of respondents say they always find instructions on how to dispose of packaging easy to understand, while 52% describe them as 'sometimes' understandable, and 29% said they are 'often' easy to understand.

"Our research findings suggest that there is a very long way to go when it comes to making packaging recyclability in the UK easy to understand for the consumer," said Dr John Williams, Chief Technical Officer at Aquapak. "New legislation should support faster adoption of innovation that is specifically developed to retain packaging functionality, support recyclability and offer safe end-of-life options."

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For more information on Aquapak, go to aquapakpolymers.com





SHHHH!

In July, IKEA transformed a section of the Seine riverbank in Paris into an open-air library. Located close to the National Library of France, the 'Billyothèque' offered people a chance to read, borrow and donate books, all housed in the brand's iconic shelving system.

Created in partnership with publishing house Le Livre de Poche, the pop-up library was located at the Port de la Gare in the 13th arrondissement of the city and, as well as encouraging people to buy more bookcases, reflects the rising demand for analogue, community-led experiences and cultural engagement. After the library closed, all remaining books were collected and redistributed by Bibliothèques Sans Frontières, extending the initiative's impact beyond its temporary outdoor home.



FRESH THINKING

FROM A BOOK MADE FROM COFFEE CUPS TO AN OUTDOOR PARISIAN LIBRARY, WE BRING YOU THE LATEST PAPER DESIGNS AND INNOVATIONS

A NEW READING EXPERIENCE

The world's first augmented reading experience has been installed by Singapore's National Library. Adding content such as sounds and imagery that's designed to engage with the reader at the exact time they read a connected part of a book, the experience is created using a pair of Snap Spectacles. Looking like a large pair of sunglasses, the Spectacles scan a book while the wearer is reading it, using text recognition and machine learning to provide atmospheric audio and visual effects.

"Our goal is not to replace the traditional reading experience, but to enhance it by creating a compelling gateway to books," said Stephan Schwarz, Executive Creative Director at LePub Singapore, the creative agency that developed the experience.

"These glasses are an invitation to rediscover the joy of deep, meaningful engagement with text. Once people are hooked on the story, we hope they will keep reading to the end."



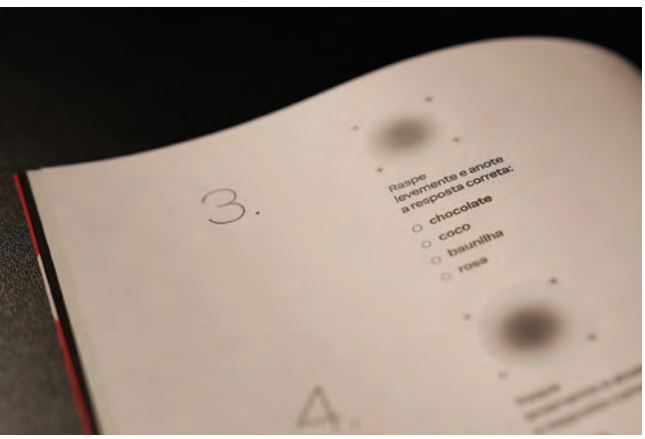


ARE YOU SITTING COMFORTABLY?

The world's first children's book made entirely from recycled coffee cups has been published. The book, titled 'Little Coffee Cup and the Big Surprise', is the debut title from author and sustainability advocate, Hayley Slack, and tells the tale of Little Coffee Cup, who leaves the comfort of a café to discover the world.

Each book is made from materials using James Cropper's CupCycling process, which upcycles used coffee cups into premium paper. Created to start conversations about waste, reuse and the circular economy, each physical book is made from 13 recycled coffee cups, collected from across the UK.

"As a mum of two and someone who works in the waste industry," says Slack, "I wanted to create something meaningful that would make kids and parents think differently about what we throw away. I wanted to show that we can create children's books using UK waste, supporting both the environment and local industry."



EARLY WARNING SYSTEM

A Brazilian beauty giant has transformed its print catalogue into a health screening device. Known for its commitments to health and wellbeing, Natura embedded an olfactory test into its catalogue featuring distinctive scents such as cheese, mothballs and bacon alongside a 20-question assessment to help detect early signs of neurodegenerative diseases. Sent to around four million people, with each copy passing through 10-30 women's hands, the catalogue has the potential to significantly impact early detection rates.

The loss or alteration of the sense of smell is one of the earliest signs of diseases such as Parkinson's and Alzheimer's, and can appear years before more obvious problems such as memory loss and motor function impairments. Despite the importance of this early warning, the World Health Organization states that just 10% of cases are diagnosed and about 70% of patients are women. People who notice smell perception changes through the catalogue test are invited to access more comprehensive screening.



THE ART OF PAPER

Carton company Falconer has helped The Woodland Gift Company turn a heartfelt vision into a commercial triumph by creating a jewellery box that's redefined the brand's identity. The 'Storybook Gift Box' opens up to reveal an enchanting woodland scene with a jewellery jar nestled inside.

"It's exactly the kind of project we love," said Colin Pow, Sales Director at Falconer Print. "Creatively ambitious, emotionally rich and rooted in a real brand story. Working with such a passionate business was a pleasure and we're thrilled that the final result has had such a powerful impact."

The Storybook Gift Box has created a surge in demand for The Woodland Gift Company, resulting in glowing customer reviews and a significant uplift in sales. The new packaging has become central to the brand's identity, with three more seasonal Storybook Box designs now in development.

Become A Member Today!

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.

By becoming a member and joining our community of like-minded industry professionals, you will receive:

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- License to use the Two Sides and Love Paper branding and logo.
- Co-branding of all Two Sides resources, including our popular Myths and Facts booklet.
- Regular E-news and Campaign Updates with key results and successes.
- The Page, an inspiring pro-print magazine published 3 times per year.
- Expert advice and guidance.
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