The Page_

Exploring the effectiveness and sustainability of print media in the UK
Spring 2026

Expert views
What 2026 has in store for print, publishing and sustainability
—
Power of Print 2025
30 top takeaways from the annual Two Sides conference
—
The trust factor
Why direct mail is the UK's most trusted marketing channel



THE ISSUE IN NUMBERS

47%

The percentage of consumers that find print to be more inspiring than online content | **03**

79%

The percentage of millennials that look forward to receiving print catalogues | **03**

88%

The current recycling rate of all mail in the UK | **06**

£13.7bn

The total turnover of the UK print industry in 2024 | **10**

35%

The percentage of sales uplift that adding scented materials at the point-of-sale can deliver | **11**

54%

The percentage of people that say they trust direct mail | **12**

5%

The percentage of all jobs worldwide that are in the circular economy | **13**

“We have to keep reminding everyone that print is a premium, high-quality product that really grabs attention” 08

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

Plockmatic Group
Blackmore



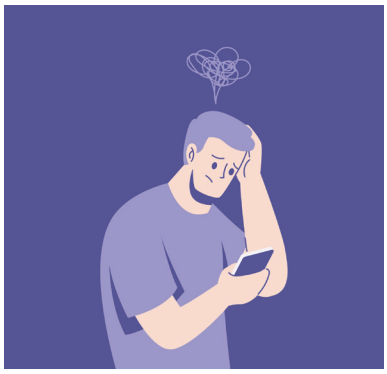
TAKE A BREAK WITH PRINT

A NEW SURVEY has backed up Two Sides' 2025 Trend Tracker survey that finds people prefer print. Contract and lifestyle magazine publisher Title Media canvassed the opinions of more than 2,000 people and found that print is the preferred channel for readers looking for a break from digital overload.

In the survey, print was named the most trustworthy media by four times as many people (59%) as those who chose social media and websites (13% each) and almost ten times as trustworthy as digital magazines (7%). According to the survey, the key to print's success is the emotional connection it creates, with two-thirds saying they like the 'feel or smell' of print, 27% saying it provides a break from digital media, and 47% finding print to be more inspiring than online content.

59%
OF PEOPLE SAY THAT PRINT IS THE MOST TRUSTWORTHY OF ALL MEDIA

"Marketers are realising that print is a mark of respect and credibility," said Title Media Managing Director Sam Harrington-Lowe. "When a brand invests in print, it signals quality and attention. The results show just how complex and nuanced consumer habits are, and why marketers need to deploy a blend of both print and digital."
—
For more information on the Title Media report, go to bit.ly/Title-Media-Print-Report



THE AGE OF 'NEWSTALGIA'

YOUNG PEOPLE are increasingly rejecting digital media and turning to physical objects such as books and catalogues in order to express their identity and individuality. A new Harris Poll report calls this movement 'newstalgia', which is characterised by a deep craving for texture, imperfection and authenticity.

This is supported by a number of other reports, such as a 2025 Tubi-Harris poll that found that 82% of Gen Z enjoy discovering content originally released over a decade ago, and 70% of Gen Z actively collect physical items as tangible evidence of their identity. Meanwhile, a Quad-Harris Poll released earlier in the year noted that 79% of millennials look forward to receiving print catalogues, with 64% of Gen Z keeping these catalogues and using them for décor or creative inspiration.

After years of touchscreens taking over our lives, it seems that the sense of touch now carries substantial emotional weight – a way to slow down, savour and feel connected – making print the ideal medium for this new generation of consumers.
—
To download the Harris Poll report, go to bit.ly/Harris-Poll-Age-of-Dissonance

SPONSORED BY HEALEYS denmaur A CARBON BALANCED COMPANY Royal Mail

LOVE PAPER WEEK 2026

The annual Two Sides initiative is dedicated to promoting the sustainability and effectiveness of paper

TWO SIDES has announced that Love Paper Week will return for its second year, running from 2-6 February 2026. The global initiative celebrates the unique role of paper while promoting its environmental credentials to businesses, consumers and communities worldwide.

Following its successful inaugural year in 2025, Love Paper Week 2026 is expected to see greater industry support and participation, with the campaign addressing the knowledge gap among consumers regarding the environmental impact of paper.

BUSTING THE MYTHS

The latest Trend Tracker research conducted by Two Sides reveals continuing misconceptions among the public, such as just 25% of people believing that the European paper recycling rate is above 60% and only 16% thinking that European forests are growing. The real facts are that Europe recycles an impressive 79% of paper – the highest recycling rate of any material – and 83% of paper packaging, while forests are growing in size and managed under strict sustainability standards.

"Paper continues to be one of the most sustainable and effective forms of communication," explains Josh Birch, Campaign Manager for Two Sides UK. "It's renewable, recyclable and biodegradable, yet many misconceptions remain. Love Paper Week is about giving the industry a voice to challenge myths, share facts and celebrate the benefits of paper with businesses and consumers."

SPREAD THE WORD

Companies and organisations in the print, paper and paper packaging industries are encouraged to share a series of social media and online resources created by Two Sides. These include social media posts, graphics and videos, email footers, virtual meeting backgrounds and official Love Paper Week branding.

These free tools will enable companies throughout the supply chain to collectively promote the many advantages of paper and its natural sustainability.



"From printers, publishers, and direct mail specialists to packaging and paper manufacturers and distributors, Love Paper Week is an opportunity for everyone in the sector to get involved and showcase the positive story of paper," says Birch.

GET INVOLVED

Love Paper Week is designed to promote the value of paper by the paper industry, so we need your help in spreading the word. By coming together to raise awareness of the environmental value of paper and counter the persistent public misconceptions, we can position it as the truly sustainable communication choice and give a welcome boost to all corners of our industry.

"We implore you to get involved," says Jonathan Tame, Managing Director of Two Sides. "It's up to us as an industry to do this together. We will provide you with the assets; what you need to do is use your channels to amplify the message so we're all shouting loudly together about our industry and our products."







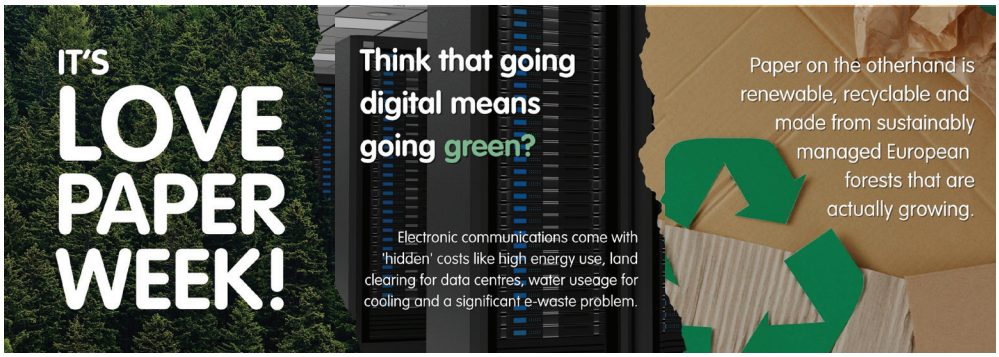














LOVE PAPER WEEK 2026 WILL TAKE PLACE BETWEEN 2-6 FEBRUARY 2026

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FOR MORE INFORMATION AND TO DOWNLOAD THE RESOURCES, GO TO LOVEPAPER.ORG/LOVEPAPERWEEK



RECORD HIGH RECYCLING RATE FOR MAIL

JICMAIL, the industry body that gathers audience measurement data for mail, has released its Q3 2025 results, which show that mail has enjoyed another quarter of increasing consumer engagement. In addition, the figures show an all-time high for response to direct mail, door drops and business mail, and a new record for the proportion of mail that's recycled.

As well as the proportion of mail being shared in the home hitting a five-year high of 10.1%, mail item reach (the number of people in a household that mail has been shared with), has grown across all four key mail types.

Business mail has enjoyed a particularly successful Q3, with increases across lifespan, attention and item reach alongside a five-year-high frequency reading of almost five interactions per item.

CARBON CALCULATOR

Since the recyclability of mail is a key advantage for the marketer, JICMAIL has also added a carbon footprint calculator to its suite of mail planning tools. Developed with CarbonQuota, the tool enables users to enter detailed print specs for direct mail, door drop and catalogue campaigns to access the total carbon footprint, carbon emissions per mail item and carbon emissions per ad impression, all measured in kilograms/grams of CO_2e.

This 'cradle-to-grave' calculation encompasses all areas of the mail supply chain, from raw material and manufacturing process to the delivery and disposal of mail.

"With the latest figures from AA and WARC telling us that ad spend in the mail channel has grown for four straight quarters, it has become even more important to measure the environmental impact of the channel," says Ian Gibbs, JICMAIL Director of Data Leadership and Learning. "We hope marketers will use our carbon calculator data to target set, benchmark and optimise mail carbon emissions. Of paramount importance however is transparency in measurement – only by accurately assessing how mail contributes to overall targets can marketers expect to make sustainability-driven decisions with their marketing budgets."

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To read the JICMAIL Q3 2025 results, go to bit.ly/JICMAIL-Q3-2025-Results

"WE HOPE MARKETERS WILL USE OUR CARBON CALCULATOR DATA TO TARGET SET, BENCHMARK AND OPTIMISE MAIL CARBON EMISSIONS"



MAIL METRICS | JICMAIL Q3 2025 RESULTS

	FREQUENCY *interactions*	ITEM REACH *people*	LIFESPAN *days*	ATTENTION *seconds*
Direct mail	4.6	1.15	8.1	150
Door drops	3.0	1.06	6.0	50
Business mail	5.0	1.18	9.3	193
Partially addressed	4.2	1.12	6.7	93



SUSTAINABILITY OFFERS A STRONG COMPETITIVE ADVANTAGE

AD NET ZERO, the global initiative designed to help the advertising industry respond to the climate crisis, has released data that shows sustainability is a powerful driver of business performance.

Calculated using five years' worth of sector research, the figures show a compelling ROI for sustainable practices, with 62% of UK companies achieving 'stronger client or partner relationships' and 52% citing 'enhanced employee engagement or retention' as a result of their sustainability action.

The research also shows a clear link between resource commitment and performance, revealing that 86% of respondents with dedicated, full-time sustainability teams reported "stronger client or partner relationships" versus just 36% of those relying solely on voluntary green teams. Meanwhile, more than half (52%) of UK supporters achieved direct cost savings or operational efficiencies by reducing emissions, underscoring sustainability as a core efficiency strategy.

"The data is undeniable: businesses leaning positively into sustainability are gaining a competitive advantage," said Ad Net Zero Global Chair Sebastian Munden. "They are building better relationships, driving staff engagement and realising cost benefits through efficiency and waste reduction. The data shows the green economy is growing considerably faster than the rest of the economy, and Ad Net Zero supporters are fast capitalising on this exciting new business opportunity."

—

For more information on Ad Net Zero, go to adnetzero.com



100 YEARS OF PRINT DEDICATION

To mark its centenary, the International Federation of the Periodical Press (FIPP) has published *100 Years of Magazines*, a publication that celebrates the evolution of magazines over the last 100 years. Featuring industry success stories and expert opinions from across the globe, the publication weighs in at over 200 pages, taking the reader on a journey through the world of magazines from the 1920s all the way to the 2020s.

Alongside some stunning imagery, design work and classic magazine covers, the publication provides insight from some of the world's leading magazine experts such as industry veteran BoSacks, the co-founder of Media Voice, Peter Houston, and the President of SpainMedia, Andres Rodríguez.

"FIPP members are brilliantly reminding readers what premium print can do when it is scarce, crafted and anchored in trusted journalism," Yulia Boyle, Chair of the FIPP Board, writes in the magazine. "On the pages ahead you'll meet makers who turned scarcity into value, editors who build communities from live moments, and artisans proving that 'human-made' still matters."

—

To read the digital version of FIPP's *100 Years of Magazines*, go to bit.ly/FIPP-100-Years-Magazine



PRINT IN 2026 WHAT DO THE NEX FOR THE PAPER, PUBLISHING AN WE ASKED SOME OF THEIR LEAD



SARAH LESTING
DIRECTOR OF WAN-IFRA

The print publishing world in 2026 needs to be super-flexible in how we produce and get our publications out the door as the market keeps changing and we need to keep up!

On the print side, it looks like the big industry shake-up, where companies have merged or closed, is calming down, but being quick on our feet is still the key to staying healthy. So we need to focus on making the most of what we already have and bring in AI and smart automation to easily manage the growing trend of smaller, custom print jobs like personalised runs.

More importantly, we have to keep reminding everyone that print is a premium, high-quality product that really grabs attention. We also need to be open and honest about our sustainability efforts and how we're doing environmentally – our readers and customers absolutely demand this now.

On the distribution side, getting our publications to readers is getting tricky. We're facing rising costs at the same time as people are changing how and where they pick up a physical paper or magazine. So we have to take a fresh, nimble look at our supply chains and streamline logistics for reaching global audiences, while serving those hyper-local reading habits.



RACHEL ALDIGHIERI
CEO OF THE DATA & MARKETING ASSOCIATION (DMA)

Although the DMA has a media-neutral perspective on the usage of different marketing channels, there's no denying that print will continue to tick a lot of the boxes when it comes to decisions on where to allocate budgets in 2025. Data from WARC and the AA has shown that direct mail ad spend has grown four quarters in a row, and we're confident that growth can be sustained next year.

Recent DMA reports on the value of measurement, creativity and customer data have painted a positive picture of print marketing effectiveness. A highly trusted medium with transparent measurement and unburdened of issues of ad fraud prevalent in digital channels, print continues to drive the types of customer engagement and response rarely seen elsewhere.

Our upcoming 'Value of Super Touchpoints' report will build on this narrative and highlight that direct mail and door drops are drivers of short-term and long-term effectiveness.



MARK CROSS
ENGAGEMENT DIRECTOR OF JICMAIL

My hope for 2026 is that the deepening audience behaviours with mail in a digital world, acting as a trusted, multi-sensory connection to real-world or digital action, is matched by a rediscovery of these audience norms and patterns by marketers who too often take a restricted digital-only view of their challenges.

For a long succession of data releases, JICMAIL data has demonstrated how mail is increasingly acting as a 'super touchpoint', driving digital engagement, online purchases and consumer attention.

We believe there is a big opportunity in 2026 for marketers to think in terms of 'super touchpoints' to focus on those touchpoints that are delivering disproportionate outcomes and, in doing so, unlock new value by synchronising the power of human touch within their digital journeys.

Will 2026 be the year of mail as the super touchpoint? There's every reason to think so.

XT 12 MONTHS HAVE IN STORE ND MARKETING INDUSTRIES? DING EXPERTS



MALCOLM SMITH
CATEGORY MANAGER – PROFESSIONAL PRINT AT KONICA MINOLTA

We need to be more confident as an industry when we talk about our collective green credentials as we could be pushing at an open door. There's a growing awareness that digital isn't as green as it's made out to be, and marketing organisations are becoming more aware that they need to invest in print to drive engagement rather than relying on digital channels.

I also think that governments across the world will be watching the under-16 social media ban in Australia and may look to replicate similar legislation. For us in print, this has the potential to be a massive opportunity and we'll be watching the story unfold with interest to see how our industry responds.

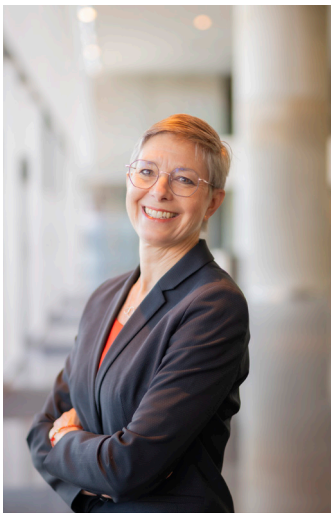


TREWIN RESTORICK
FOUNDER OF SIZZLE

This year will be a year of uncertainty for the sustainability agenda. The politicisation of terms such as net zero will increase, resulting in a slowing of legislation and increased caution in green claims from companies. However, we will also see increased pressure on essential resources such as energy and water, the growing impact of extreme weather and the public understanding that climate change is a significant challenge.

For paper packaging, the watchwords should be resilience, authenticity and circularity. On resilience there will be increased scrutiny on whether the water and energy demand of data centres is sustainable, giving the paper industry an opportunity to demonstrate that it has a more durable approach. The growth of AI will lead to more people questioning the authenticity of information and placing greater trust in printed matter. On circularity, there will continual public disquiet about the throwaway society, and the industry can demonstrate how it's part of the circular economy.

The industry should accept there will be political turbulence but understand that sticking to strong sustainable principles is essential to building a viable and resilient business.



BEATRICE KLOSE
SECRETARY GENERAL OF INTERGRAF

I am convinced that the years ahead will confirm print's enduring value in an increasingly digital world. Across Europe, print continues to offer something screens cannot: trust, focus and inclusivity. Print's strength lies in deep reading, comprehension and permanence – qualities that are indispensable in education and culture.

When it comes to key trends, I see automation and AI-driven workflow optimisation enabling shorter runs, mass customisation and greater efficiency. Printers are integrating print with digital tools such as smart packaging and augmented reality to create richer, more interactive experiences. Sustainability will remain central, with print products benefitting from Europe's highly circular paper value chain. In addition, the growing use of Intergraf's recommendations on the measurement of carbon footprint will increase the sustainability and image of our products. Print products are the perfect example for the circular economy.

The future of print lies in combining its unique strengths with innovation, digital integration and sustainable business models.



AMANDA GRIFFITHS
HEAD OF CLIENT COMMUNICATIONS MANAGEMENT AT MARKETREACH

My role is to prove why mail in all its forms remains one of the most effective channels. Looking forward to 2026, I am excited to see the industry becoming increasingly better positioned to deliver this.

The industry has never been so unified and collaborative. This shared focus, whether on sustainability, integration or creativity, has made us confident and positive, and collaboration will see mail move towards being integrated fully in marketing strategy and planning, as well as communication systems and, of course, delivery. Our focus will be on making mail part of every solution, building its recognition as a critical channel choice.

In 2025, Marketreach proved the power of trust for brand building, showing mail as the most powerful channel for building trust. In 2026, we will send this message to every corner of the UK marketing world, guaranteeing that mail is seen as a unique and powerful channel.

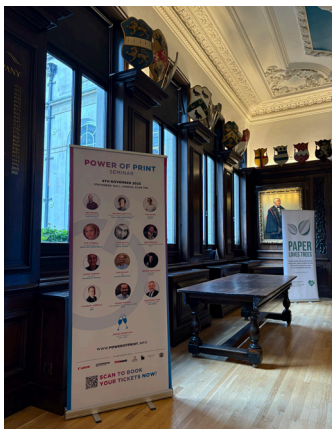
30 TOP TAKEAWAYS FROM THE 2025 TWO SIDES POWER OF PRINT SEMINAR



IN EARLY NOVEMBER, more than 200 industry leaders gathered in Stationers' Hall in London for the 2025 Two Sides Power of Print conference. Now 15 years old, the event has built up a reputation for giving its attendees a compelling day of insight and information, bringing them up to speed with the latest opinions and data on print, packaging, marketing and sustainability.

With 12 speakers lined up, each one an expert in their field, there was an upbeat atmosphere and a real sense of optimism for print and its role in the circular economy, with plenty of facts, stats and memorable quotes for the delegates to take back to their homes and offices.

Here are just a few.



"THERE IS A REAL OPPORTUNITY WITH PRINT FOR PUBLISHERS TO BE BOLD"

01 The UK printing industry remains economically significant, generating £13.7bn in turnover, £5.9bn in GVA (gross value added) and supporting around 93,000 jobs across 6,800 businesses.

02 75% of print companies in the UK are measuring their carbon emissions while 80% are taking action to reduce them.

03 Packaging, labels and cartons continue to drive growth, underpinning the overall print industry turnover.

04 "Overall print sector confidence improved strongly in Q3 and Q4, marking a notable turnaround after a period of uncertainty."
Charles Jarrold, CEO of the BPIF

05 89% of consumers trust word-of-mouth, making consumers five times more likely to make a purchase and spend 16% more.

06 "Mail plus word-of-mouth gives you an advocacy-driven sales channel."
Tom Ridges, Founder of Herdify

07 80% of people say charities have a responsibility to be environmentally sustainable, while 40% say they would be more likely to donate to a charity if they heard it invested funds into operating more sustainably.

08 Trust is a commercial growth driver, with 74% of consumers taking commercially impactful action when they trust a brand.

09 Six out of ten people say that trust is an important factor when choosing a brand or organisation.

10 Mail is the most trusted communications channel, outperforming all digital and broadcast media in trust impact.

11 Direct mail has more than twice the trust impact of the next closest channel, making it uniquely powerful in brand-building communications.



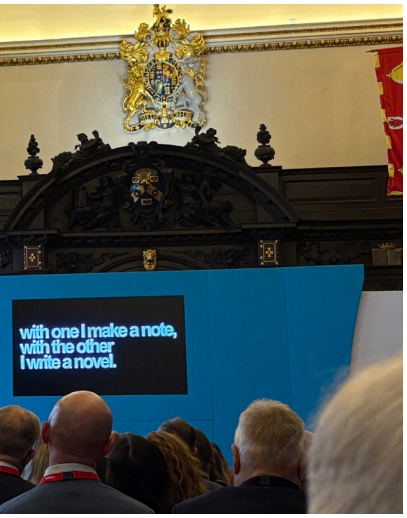
12 Consumers welcome mail, with 75% frequently looking at what they receive and over half saying they enjoy receiving it.

13 Vinyl record sales have increased by 650% in 10 years while print books now make up 89% of all UK sales.

14 "There is a real opportunity with print for publishers to be bold."
Jon Bickley, CEO of Anthem Publishing

15 While 45% of people regard smell as 'very important', Fortune 500 companies spend just 1.9% of their annual marketing budget on materials that engage that sense.





Talking shop The 2025 Power of Print seminar offered a series of fascinating presentations and plenty of chances to network



"THE FUTURE OF PRINT IS RESILIENT, AUTHENTIC AND CIRCULAR"

16 Physical materials make an emotional connection with people, offering a way to influence brand choice.

17 Scented materials at the point-of-sale can result in a 35% sales uplift and 28% brand switch.

18 "Print is tactile, print is emotive, print can evoke deep feelings."
Clive Booth, photographer and Canon Europe ambassador

19 Print linked to digital enables a physical item to become a unique, interactive touchpoint, able to offer data capture, sustainability and consumer engagement.

20 Connected print delivers contextual storytelling and rewards to enhance the existing print offering.

21 98% of brands will be adopting GS1-compliant QR codes by the end of 2026, with 45% already investing in compliant technology solutions.

22 "The five 'C's when it comes to recycling are context, condition, contamination, communication and consistency."
Roger Wright, Waste Strategy & Packaging Manager at Biffa

23 "The future of packaging is increased regulation, with a need to renew, reuse and rationalise."
Roger Wright, Waste Strategy & Packaging Manager at Biffa

24 Trust is print's greatest advantage. In a world of digital mistrust, print is tangible and permanent.



25 The long heritage of print is a foundation for authentic sustainability.

26 "The future of print is resilient, authentic and circular."
Trewin Restorick, Sizzle

27 65% of European consumers prefer to read books in print.

28 58% of European consumers think that children and students learn more when reading printed books and course materials rather than digital.

29 *Love Paper* messages reach more than 230 million European consumers every year, both online and in print.

30 *Love Paper Week* will take place in 2026 between 2-6 February.

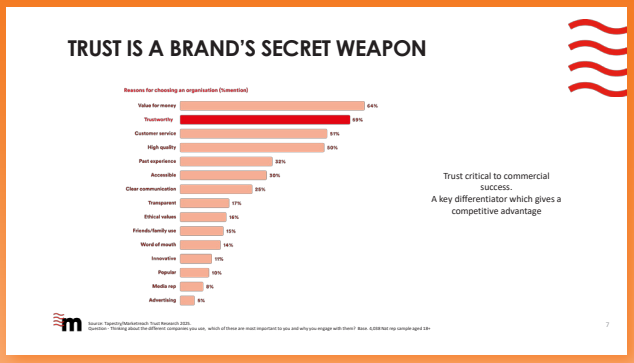
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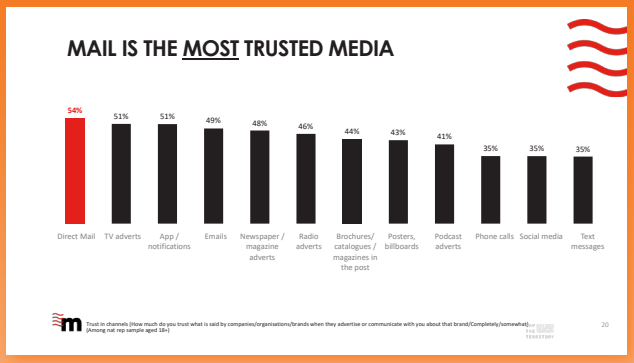
To listen to the 2025 Power of Print presentations, go to bit.ly/PoP-2025

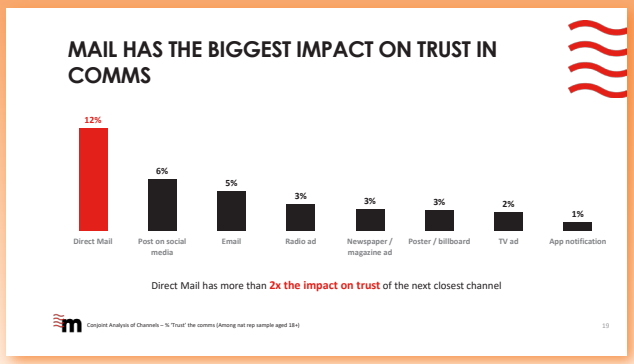
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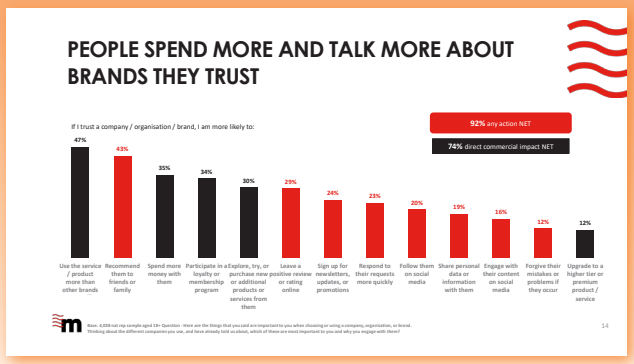
42% reduction in carbon output by 2030

SCIENCE BASED TARGETS
DRIVING AMBITIOUS CORPORATE CLIMATE ACTION









BUILDING A BOND OF TRUST

DIRECT MAIL has emerged as the most trusted marketing channel in a compelling new report by Royal Mail Marketreach, which demonstrates the value of trust in customer communication. Developed with research agencies Tapestry and Map The Territory, and supported by the Advertising Association, this national study surveyed over 4,000 UK consumers to understand the commercial impact of trust in modern marketing.

What the study found was that trust drives consumer decision-making, with 59% of consumers stating that trust plays a vital role in persuading them to consider a product or service. This vastly outweighs the 5% motivated simply by seeing an advertisement. More significantly, 92% of consumers will take positive action when they trust a brand, with 74% willing to spend more money with trusted organisations. With consumers 47% more likely to choose a brand they trust over competitors, building trust offers a substantial competitive advantage.

FOUNDATION OF ENGAGEMENT

One of the report's most striking findings is direct mail's dominance as the most trusted communication channel. The research found that 54% of consumers trust direct mail, putting it ahead of television adverts and app notifications (both 51%), and more than twice as trusted as television, outdoor advertising, press, email or radio advertisements.

This trust translates to genuine engagement, with 55% of people reporting they enjoy receiving mail. Consumers perceive mail as authentic because they send it themselves, believing it cannot be 'fake' in the way some digital communications can be.

"Trust is the foundation of every lasting relationship and this report is vital for businesses looking to resonate today," said Amanda Griffiths, Head of Customer Communication Planning and Insight at Marketreach. "Our research shows that for consumers, trust is overwhelmingly the second most important factor after price. Highly trusted channels therefore matter to consumers and the bottom line. We are proud to see how trusted direct mail is, offering reliability and building confidence and credibility with consumers."



"Trust is the foundation of every lasting relationship"

BRAND BENEFITS

The tangible nature of direct mail offers a number of advantages for brands looking to build a bond of trust with their customers. As well as providing reliability and credibility in an age of fake online information and digital scams, the investment required to produce and distribute physical materials signals legitimacy to consumers. Consumers also trust mail to keep their details secure, with 67% finding it trustworthy regarding privacy concerns.

In addition, the physical experience of mail and other print marketing drives deeper cognitive connections. When consumers hold mail, their brains link the experience to memory and emotion in ways that digital communications cannot. This tactile engagement makes messages feel more valuable, personal and authentic – all critical characteristics for building lasting trust.

—

To download the Marketreach Trust Factor report, go to bit.ly/Marketreach-Trust-Factor-Report



HANDWRITTEN EXAMS GET TOP MARKS

THE HEAD OF the exams regulator Ofqual has stated that written examinations with a pen and paper "remain the purest test we have".

Sir Ian Bauckham was speaking after Ofqual began a consultation into more typed assessments for GCSEs and A-levels, with the regulator proposing that England's four exam boards should each be allowed to bring in two new on-screen assessments as early as 2030.

However, under the proposals, the most popular subjects such as GCSE and A-level maths and GCSE English would not be permitted as on-screen exams and will continue to be assessed by pen and paper.

"Pen and paper will always matter in the classroom and in exams," Sir Ian Bauckham said. "The written examination remains the purest test we have of a student's command of their subject. The written examination has survived because it does something important. It creates a level playing field where every student faces the same test under the same conditions, where success depends on what you have learnt and how well you can demonstrate it. That is worth preserving."

—

For more about the consultation go to bit.ly/Ofqual-Exams



JOBS BOOST FOR THE CIRCULAR ECONOMY

A THREE-YEAR International study has found that the circular economy now provides more than 5% of all jobs worldwide. The study, carried out by the International Labour Organisation (ILO), the World Bank and the Circle Economy group, found that between 121 and 142 million people are currently working in areas such as recycling, waste management, repair and second-hand trade.

"With this report, we are casting a new light on the businesses and workers that every day in every country and every sector of our economies provide essential services for our societies and planet," said Casper Edmonds, Head of the Extractives, Energy & Manufacturing unit at the ILO.

Across the world, the Asia and the Pacific regions accounted for the most circular economy jobs, with 77.6 million roles, followed by the Americas, where 27.5 million were employed in recycling, reusing and repairing. Recommendations from the report included promoting circularity in public procurement and investment in 'high-potential' sectors such as manufacturing and construction, as well as greater support for sustainable businesses and inclusive educational programmes that focus on youth, women and informal workers.

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To read the report, go to bit.ly/Circular-Economy-Report

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✔ Carbon Balanced via World Land Trust
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FRESH THINKING FROM MCDONALD'S PACKAGING THAT ENCOURAGES EMOTIONAL DISCUSSION TO A POP-UP TYPOGRAPHY BOOK, WE DELIVER THE LATEST INNOVATIONS IN PRINT



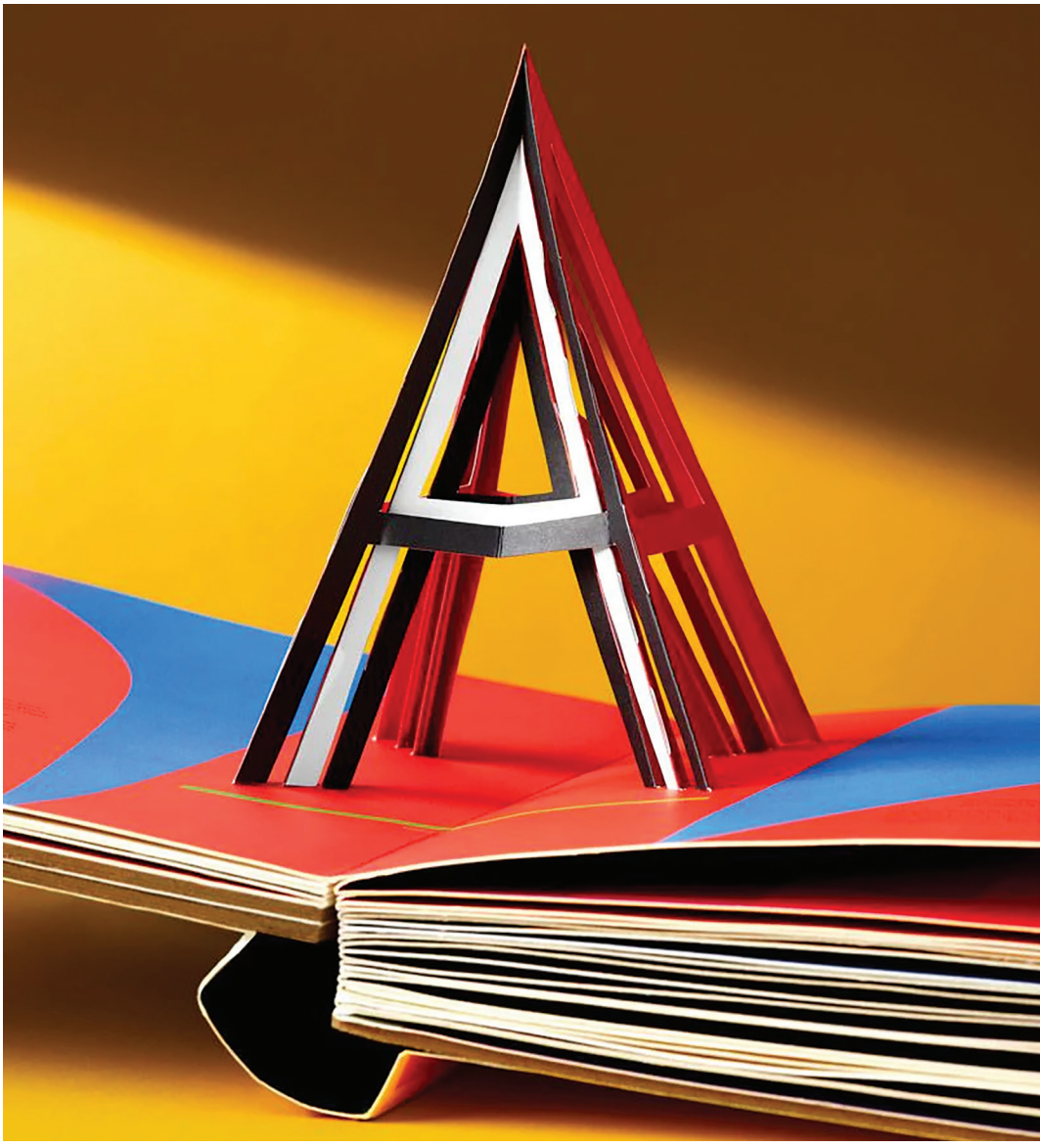
WHAT'S YOUR TYPE?

One area in which paper is irreplaceable is pop-up books. The joy of turning the page and bringing a 2D image to life is one of life's great pleasures. Now, the pop-up treatment has been given to the subject of typography with the delightful *Alphabet in Motion* book by designer Kelli Anderson.

Taking over five years to develop, the book features an interactive cover, 17 pop-ups and a wide variety of hands-on activities that provide a fascinating demonstration of how type styles have evolved through the ages. The book's tactile interactivity allows readers to physically manipulate letters, from projecting light through a phototypesetting device to reconfiguring modular alphabet pieces.

Anderson researched the book by combing through collections at museums and historical organisations such as the St Bride Foundation Library in London, before spending thousands of hours experimenting with different cut paper pop-up mechanisms. The result is a stunning insight into the world of typography for both adults and children.

"I hope that some people buy it for their kids thinking it's just an A-Z pop-up book and enjoy it on that level," said Anderson. "Then stick it back on the shelf and have their kid open it up in 12 years' time and realise that design and typography are interesting and tie in with the larger world and culture."





DRAWING OUT THE EMOTION

McDonald's has transformed its iconic Happy Meal box into a mental health tool for children. The fast-food giant has temporarily replaced the familiar red packaging with completely blank white boxes, inviting children to draw and express their feelings through art.

Launched in partnership with BBC Children in Need, the 'Draw How You Feel' campaign follows research revealing that 42% of children aged 5-10 struggle to discuss emotions with adults but 73% find it easier when drawing. As for parents, 88% report that creative activities facilitate better conversations with their kids.

"Art and creativity can help to give children an outlet when words aren't enough," said Simon Antrobus, Chief Executive Officer at BBC Children in Need. "We are thrilled to support this campaign which turns a simple Happy Meal box into a fun, family-friendly tool for expression and connection."



CHILD'S PLAY

Packaging company DS Smith has partnered with Dutch toy maker Fantasy Forts to create an entirely recyclable construction play system that transforms cardboard shapes into castles and houses.

The collaboration showcases the technical wizardry of packaging companies, with DS Smith's designers refining every detail from folding structures, die-cutting and a clever click-system that allows panels to integrate with furniture indoors or withstand the elements outside. The result is a series of play kits that are highly inventive yet remarkably durable, standing up to countless creative reinventions.

As well as being creative, the cardboard kits are 100% recyclable and eliminate corrugated plastic components while minimizing material volume. "The concept seemed simple, but the technical execution required a lot of thought," said Marco van den Berg, the founder of Fantasy Forts.



KITCHEN CONFIDENTIAL

Australian kitchenware retailer Kitchen Warehouse turned up the heat for Black Friday by distributing thousands of special sheets of baking paper that reveal discount codes when placed in a hot oven. Given out at the brand's stores and included in online orders as part of the brand's Bake Friday campaign, the sheets contain heat-activated ink that disappears at 100°C to reveal discount codes printed underneath.

The activation turns the activity of receiving promotional codes into an interactive and memorable experience. Rather than instant gratification through a digital click, customers must engage with the paper in the place where Kitchen Warehouse products are used. By transforming a simple household task into a warm, domestic brand experience, the company makes its biggest sales moment feel completely personal.

LETTERS TO THE DEPARTED

A Buddhist temple in Tokyo has created a dedicated space for people to write letters to loved ones who have passed away. Shodaiji Temple's Tegamidera Hamacho (or 'Letter Temple') service offers people access to a quiet space with a serene view to compose their letter, which is later ceremonially burned by monks, with the writers receiving certificates documenting the ritual plus a reassuring note from the head priest.

The concept builds on Tegamidera, an initiative the temple established in 2016 to help people process loss through written reflection. Since opening its first dedicated letter-writing lounge in 2017, the temple has facilitated the burning of more than 10,000 letters. The service taps into a general human desire to process not just grief, but regrets, relationship problems and emotional overload.

"When you feel anxious, when you don't know what to do, when you can't proceed with confidence on your own," says the temple's website. "Take a break from your daily routine for a little while, write a letter and think deeply about that person."



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