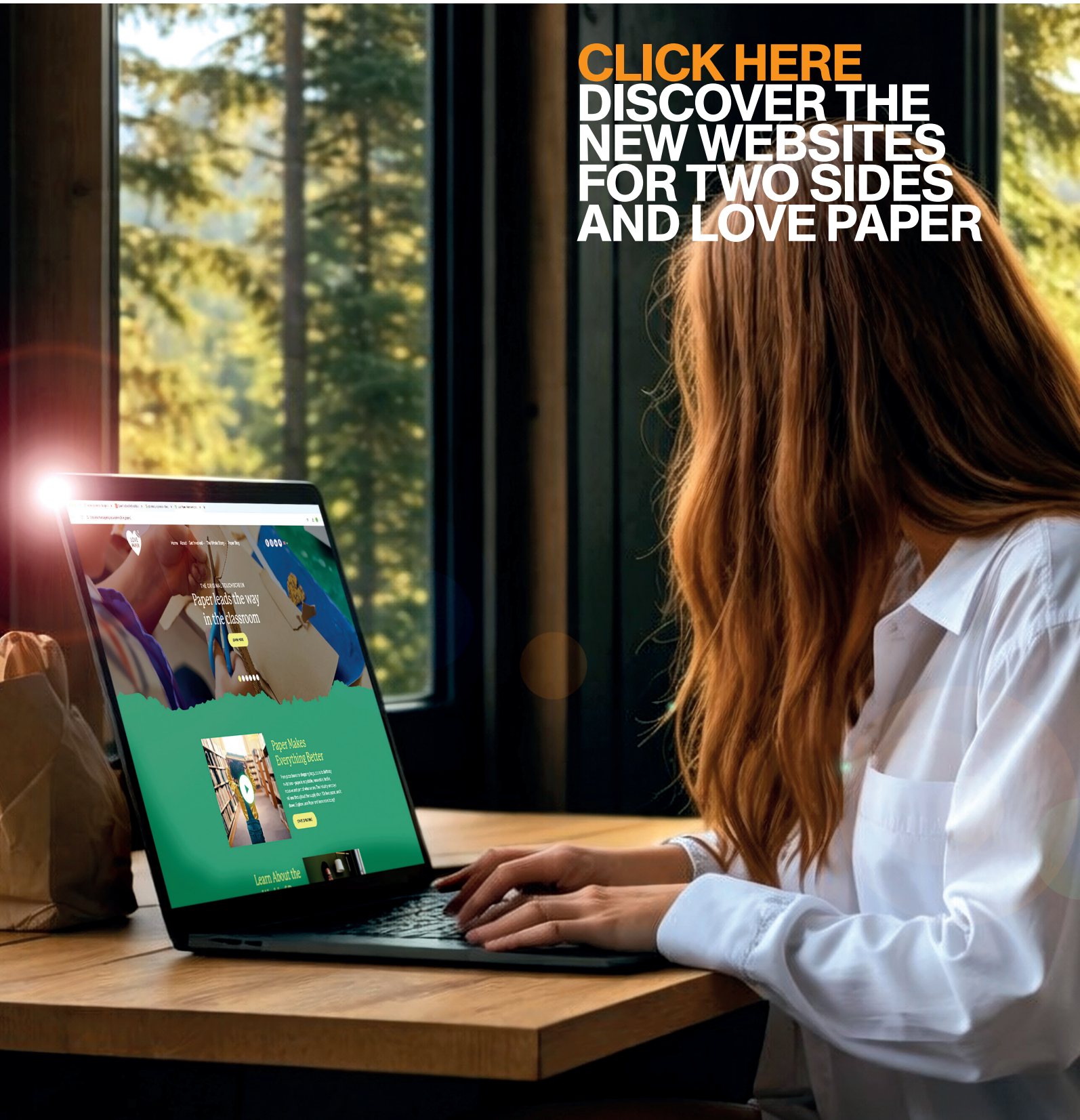
The Page_

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

New Two Sides video
Find out more about our new video all about paper and the recycling process
—
The United States of Paper
Discover the work of Two Sides North America
—
Packaging with purpose
Why packaging is an effective way to raise awareness of important health issues



THE ISSUE IN NUMBERS

43%

The percentage of consumers that pay close attention to whether goods are recyclable | **03**

45%

The percentage of consumers that have chosen a brand because of its packaging | **03**

53.4 million

The number of tonnes of paper that was collected and recycled in Europe in 2024 | **06**

€337m

The amount of value of the European print and paper industry that's threatened by greenwashing | **07**

60 million

The number of Brazilian milk cartons printed with factual messages about autism each month | **08**

25%

The percentage discount Two Sides members can get off a ticket for the World Printers Summit | **10**

74%

The percentage of people that want major sporting events to use plastic-free food packaging | **13**

"We really support what Two Sides is doing. The organisation has been getting some really impressive results" 12

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.

—

THE PAGE

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TWO SIDES
www.twosides.info

LOVE PAPER®
www.lovepaper.org

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

Bagkraft
In2 Publishing



PACKAGING KEY TO ATTENTION

A SURVEY OF MORE than 6,000 consumers in France, Germany, Italy, Spain, Poland and the UK has found that 66% of consumers now consider the environmental impact of packaging when deciding what to buy.

Commissioned by recycled cartonboard producers RDM Group, the study also found that consumer attention to packaging is 'strikingly' high, with 91% of respondents noticing packaging design and 43% paying regular, close attention to whether goods are recyclable.

The study delivers the clear message to brands that packaging is key in the consumer's decision whether to purchase a certain product, and sustainability is critical when deciding on the right material. According to the research, 45% of consumers have chosen a brand because of its packaging in the past year, rising to 59% among 18-29 year-olds. And when thinking of sustainability, 55% think of packaging and recycling first.

"Every time a brand chooses recycled over virgin, where a substitution is possible, it reduces pressure on natural resources and moves us one step closer to a truly circular system," said Krzysztof Krajewski, Chief Sustainability and Innovation Officer at RDM Group. "Consumers are paying attention, they are actively rewarding those choices and walking away from those that do not align with their expectations."

—

To read the full survey, go to bit.ly/RDM-Group-Packaging-Report

PAPER RECOMMENDED FOR FLEXIBLE PACKAGING

A NEW REPORT from the Ellen MacArthur Foundation recommends paper as an alternative to flexible plastic packaging, setting out criteria to avoid impacts such as forest degradation and water depletion during the transition.

The global organisation dedicated to the circular economy states that "Paper-based flexible packaging has the potential to help tackle one of the most challenging sources of plastic packaging pollution: small-format flexible packaging in markets with high leakage rates."

Simply titled 'Paper-Based Flexible Packaging', the report outlines the current situation, where flexibles account for around 80% of plastic packaging entering oceans and have some of the lowest recycling rates globally. The report then sets out the roles, guardrails and criteria for paper-based alternatives.



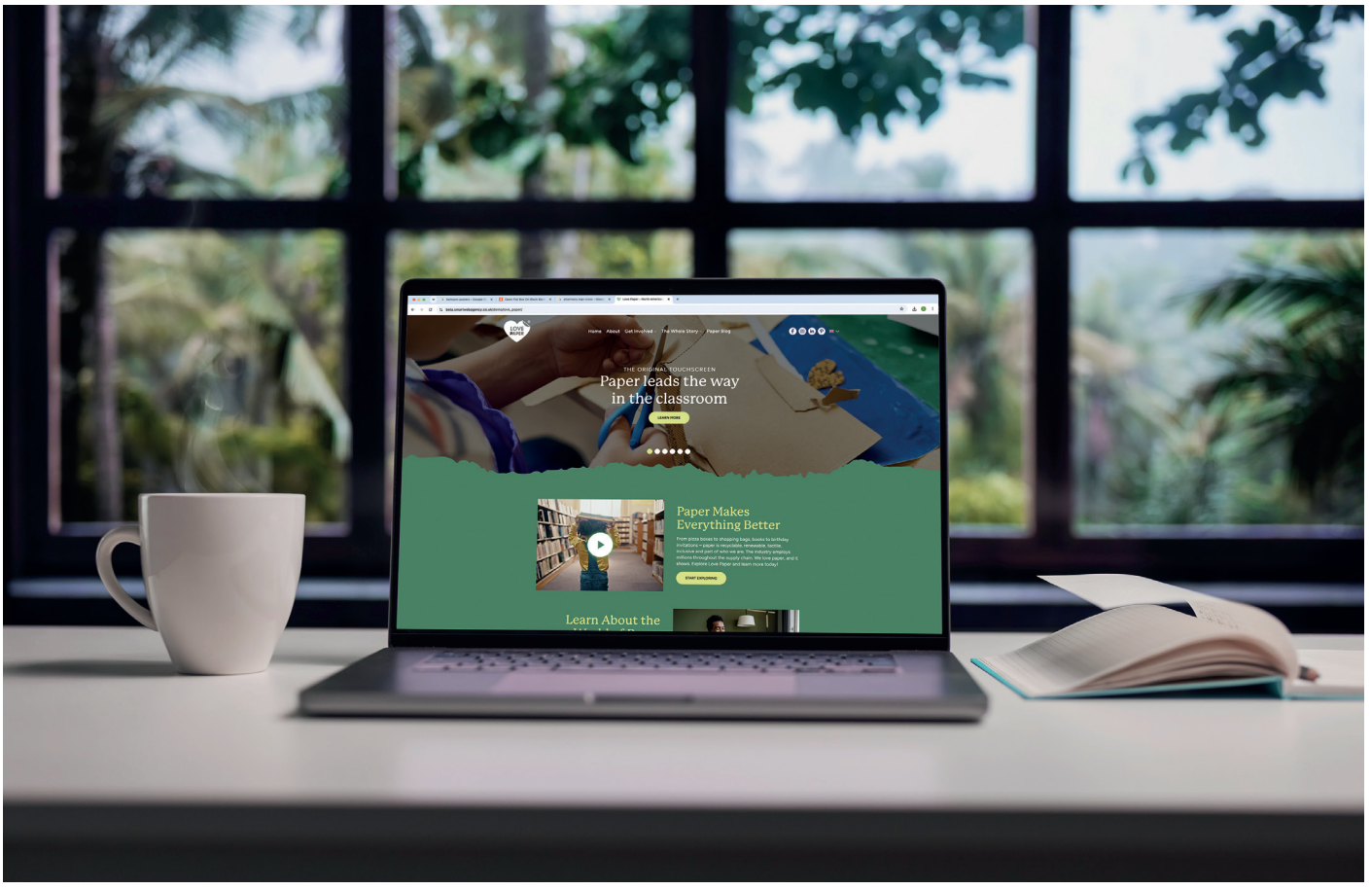
AN ESTIMATED 20 TRILLION ITEMS ARE EXPECTED TO ENTER OUR OCEANS IN THE NEXT 15 YEARS

"Flexible plastic packaging pollution is a systemic challenge, with an estimated 20 trillion items expected to enter our oceans in the next 15 years," explains Sander Defruyt, Plastics Strategy Lead at the Ellen MacArthur Foundation. "There's no silver bullet, therefore adding paper-based alternatives to the mix helpfully expands the toolbox, complementing other priority solutions such as reusable packaging."

—

To read the report, go to bit.ly/Paper-Based-Flexible-Packaging

SPONSORED BY HEALEYS denmaur A CARBON BALANCED COMPANY Royal Mail



PAGE TURNERS
TWO SIDES AND THE LOVE PAPER CAMPAIGN TO GET A WEBSITE REFRESH

IN ITS 18-YEAR HISTORY, Two Sides has gone from a UK membership group dedicated to promoting the sustainable qualities of print, paper and paper-based packaging to a huge global operation, operating throughout Europe, North America, South America, South Africa, Australia and New Zealand.

In that time, it's increased its membership to over 600 companies and brands, spoken at thousands of industry events and delivered the true facts about the impact print and paper has on the environment to millions of people worldwide. Not only that, it's added two new campaigns, Love Paper and Anti-Greenwash, which promote the sustainability of paper to consumers and counter misleading statements about paper's environmental impact.

NEW DESIGN DIRECTION

Now, the organisation is about to enter a new phase of its communication strategy with new websites for both Two Sides and Love Paper. The new designs provide a strong new marketing direction for Two Sides, offering an inviting mix of engaging imagery and informative content.

All the current resources that are so valuable to members, from the Myths & Facts and Packaging booklets to the Insight articles and social media graphics, will still be available to download, but packaged up with brand new content that provides even more engagement and information to promote the sustainable value of print, paper and paper-based packaging.

"The new website designs are the result of months of research and planning," explains Josh Birch, Campaign Manager of Two Sides, "and they look fantastic. I can't wait to get them online and see what you all think."

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To find out more, go to twosides.info and lovepaper.org

KNOWLEDGE CENTRE
WHAT'S AVAILABLE ONLINE FOR TWO SIDES MEMBERS

1. Myths & Facts booklet
Find out the true facts about print and paper in this hugely popular booklet, which busts nine popular myths about one of the world's most sustainable materials.

2. Packaging booklet
A key document that sets out eight reasons why paper packaging is the natural choice for brand owners, retailers and consumers.

3. Fact sheets
A series of ten fact sheets that take an in-depth look at the most common areas of misunderstanding in the areas of print, paper and the environment.

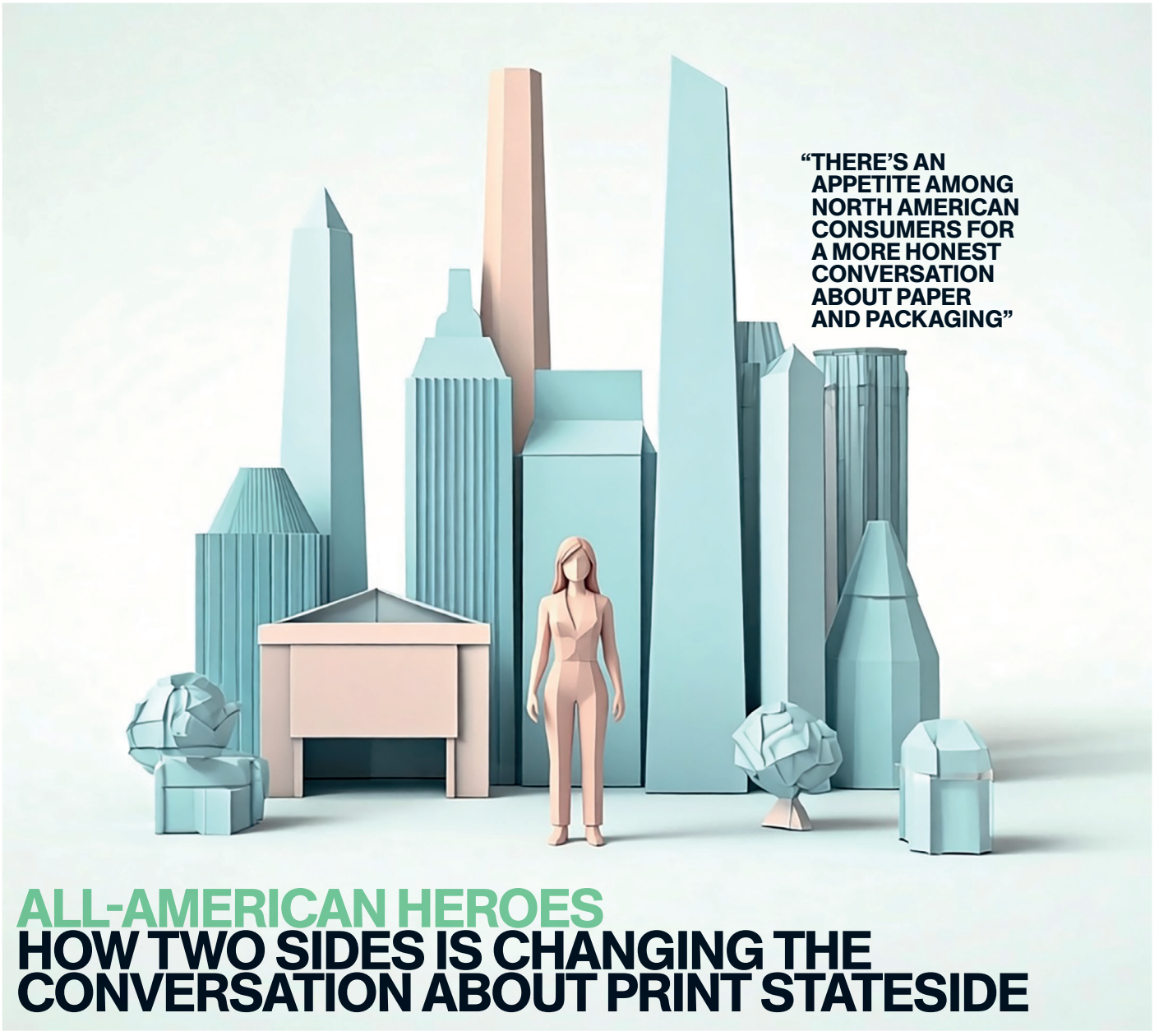
4. Insight articles
A constantly updated series of exploratory articles that communicate the important role of print, paper and paper-based packaging in society.

5. Social media graphics
A wide range of images designed to be shared on social media that deliver some of the key facts about print, paper and paper-based packaging.

6. Mini-videos
A series of 20 mini-videos ideal for social media, which focus on key facts about forestry, recycling and the environment.

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All these resources are available in several different languages. Find out more at twosides.info



> **"THERE'S AN APPETITE AMONG NORTH AMERICAN CONSUMERS FOR A MORE HONEST CONVERSATION ABOUT PAPER AND PACKAGING"**

ALL-AMERICAN HEROES
HOW TWO SIDES IS CHANGING THE CONVERSATION ABOUT PRINT STATESIDE

AS A KEY PART of the international Two Sides network, Two Sides North America (TSNA) promotes the sustainability and attractiveness of print, paper and paper-based packaging across the US and Canada, giving members and consumers factual and credible information that enables them to make informed decisions about the use of print and paper products.

THE RISE OF THE PAPERTARIAN

Past research by the Paper + Packaging Board (P+PB) in the US confirms there's a genuine appetite among North American consumers for a more honest conversation about paper and packaging, one that pushes back against decades of misleading environmental messaging.

As the US paper and print industry navigates a challenging time in consumer sentiment towards the environment, TSNA provides sustained and coordinated messaging on multiple fronts, changing the public's perception of paper.

The most visible activity is the relaunch of Love Paper, a consumer-facing campaign designed to engage with key audiences and give them the true facts about paper. Data from P+PB confirms that Love Paper authentically connects with these audiences and aligns directly with TSNA's broader 'Papertarian' messaging, which connects with people who love paper for its sustainability and accessibility.

TARGETING MYTHS

Love Paper is just one piece of a greater effort. Central to TSNA's work is its anti-greenwashing initiative, which targets the persistent myth that digital has no significant environmental footprint.

The use of AI and the construction of AI infrastructure and data centres across the US, have exposed that myth in a way the industry hasn't seen before. Communities are pushing back on hyperscale facilities over energy consumption and water use, and asking harder questions about what 'going paperless' actually means for the environment. TSNA is making sure those questions get accurate answers, engaging with companies that use unsubstantiated environmental claims to steer customers away from paper-based communications.

THE HEART OF THE ISSUE

While North American companies are currently going through a consolidation period of structural change, paper remains a consistent part of marketing and is ubiquitous in most aspects of American life. Brand owners continue to reach for paper products when they need to build credibility, cut through digital noise and promote sustainability.

The work of TSNA sits at the centre of all of this, making the case that paper and packaging deserve a place in every conversation about sustainability.

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For more information about Two Sides North America, go to twosidesna.org



TWO SIDES RELEASES NEW RECYCLING VIDEO

IN A WORLD INCREASINGLY conscious of waste and environmental responsibility, Two Sides has released a brand new video that focuses on the extraordinary recycling record of paper.

Titled Paper: Highly Recycled and Part of the Circular Economy, the video explores how paper fibres are recovered and reused through efficient recycling systems, helping to support a circular economy and reduce waste. Its key message is clear and backed by strong data: paper is one of the world's most responsibly managed materials.

Across Europe, paper recycling rates consistently exceed 70%, making paper one of the most recycled materials.

For paper packaging, the recycling rate is even higher, with 87% of paper and cardboard packaging currently being recycled in Europe, making paper the most recycled packaging material, ahead of metal, glass and plastic.

EDUCATE AND INFORM

The new video delivers a series of facts about paper and the recycling process, from paper fibres being re-used an average of four times to 53.4 million tonnes of paper being collected and recycled in Europe in 2024. It goes on to explain why paper cannot be recycled indefinitely and requires virgin fibres from sustainably managed forests to maintain its high quality.

Designed to educate and inform businesses and consumers about the sustainability of paper and paper-based packaging, the video provides Two Sides members and their clients with the facts about paper in an easily shareable form.

"We created the video to highlight the wider sustainability credentials of paper and paper-based products," explains Josh Birch, Campaign Manager for Two Sides. "At a time when myths and misinformation around the environmental impact of paper continue to circulate, it's important to recognise the significant progress made by the industry in creating a circular and sustainable fibre-based economy."

THE STORY OF PAPER

Available in a number of languages, the new video joins the Love Paper video, The Story of Paper, which traces the lifecycle of paper, from the planting of a tree all the way to the paper being used for communication or a piece of packaging. Along the way, it tackles some of the most persistent myths surrounding the paper industry, telling the facts about the paper manufacturing process and highlighting the sustainability of paper and paper packaging.

"The Love Paper video aims to boost the positive perception of paper and its wide range of environmental benefits," says Birch.

—

To watch the new Two Sides video, go to bit.ly/Two-Sides-Video-2026

—

To watch The Story of Paper video, go to bit.ly/Story-of-Paper-Video

"THE LOVE PAPER VIDEO AIMS TO BOOST THE POSITIVE PERCEPTION OF PAPER AND ITS WIDE RANGE OF ENVIRONMENTAL BENEFITS"



ANTI-GREENWASH UPDATE
2026 OFF TO A GREAT START FOR THE TWO SIDES ANTI-GREENWASH CAMPAIGN

THE TWO SIDES ANTI-GREENWASH campaign has had a successful first half of 2026, with more than 30 companies changing their communications as a result of Two Sides engagement.

Challenging statements such as "Go green, go paperless" and "Go paperless, save trees and help save the planet", Two Sides engages with organisations found to be making misleading and unsupported environmental claims against print and paper.

Usually made as part of a cost-saving initiative, these statements typically ignore the environmental impact of digital communications and go against the national advertising standards of most countries. They also threaten the loss of €337m of value to the print, paper and mailing industry in Europe (£22.4m in the UK).

LATEST SUCCESSES

Some of the latest successes of the Anti-Greenwash campaign include Belgian HR service provider Acerta, which sent an email to customers encouraging them to switch to digital solutions with the claim that using digital tools is "better for the environment".

Earlier this year, Two Sides received a letter from Acerta stating: "Since Acerta attaches great importance to the impact it has as an organisation and to make accurate and responsible communications, Acerta have agreed to remove the claim "Better for the environment" from future communications."

Then, in April 2026, TSB replied to a Two Sides letter about a communication the global banking brand sent to its customers. The communication published a list titled 'The benefits of paperless', which included the statement: "The environment: Play an important role in helping us do what matters for the planet."

TSB, a brand with over five million customers, replied: "Thank you for bringing this to our attention. I have raised it with our marketing team. Future campaigns will not reference the environment in this way."

STATING THE FACTS

When Two Sides becomes aware of a misleading statement about paper and print, it engages with the company by letter, which explains why the statement is misleading before outlining the various reasons why paper is one of the world's most sustainable communications mediums.

"Two Sides letters focus on the facts that paper is made from a renewable raw material, is widely recycled and, when responsibly sourced, supports sustainable forest management," stated a recent engagement letter.

As well as explaining why digital media has a significant impact on the environment, letters also remind brands and companies of advertising regulations, which explain that "environmental claims must be truthful and accurate, clear and unambiguous, must not omit important information, must make fair and meaningful comparisons, must consider the full life cycle where relevant, and must be substantiated."

"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.

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To find out more about the Two Sides Anti-Greenwash campaign, go to twosides.info/anti-greenwash

—

If you spot any examples of greenwashing in customer communications, please send the details to greenwash@twosides.info



PUBLIC SERVICE PACKAGING

FIND OUT MORE ABOUT THE GLO DRIVEN PACKAGING, WITH MESS AWARENESS OF VITAL ISSUES A

EARLIER THIS YEAR, one of Brazil's best-known dairy brands, Piracanjuba, started to use its cartons to distribute bold messages about autism. Starting from April, around 60 million of the company's UHT milk cartons each month are being distributed with statements such as "Autism is not a disease", "Every autistic person is unique" and "Autistic people are born autistic".

The initiative, developed with autism non-profit organisation Autistas Brasil, was created to counter the vast amount of misinformation about autism in Brazil, which has increased by more than 15,000% since the pandemic. Rather than hoping that people go looking for factual information on the subject, Piracanjuba are placing it in front of their customers, right in the middle of the kitchen table.

"We hope to reach exactly those who the internet doesn't reach – families who have never had access to a serious conversation about autism," explains Guilherme de Almeida, President of Autistas Brasil. "When a carton arrives at the breakfast table of a grandmother in the interior of Maranhão or a working father in northern Minas Gerais, it might be that family's first genuine contact with correct information on the subject."

A TRUSTED PRESENCE

The information campaign by Piracanjuba and Autistas Brasil recognises the power that packaging has and the central role it has in people's lives. While the majority of brands will use whatever space they have on their packaging to sell the item or run promotions, there are brands that prefer to use that space to tackle misinformation or raise awareness of serious subjects.

Of course, packaging has long had an important role in delivering factual information to consumers, from dosage instructions on pharmaceutical products to allergen details on food and drink packaging. But alongside the legal requirements, brands are increasingly using their trusted status and tactile presence to deliver public service messages, building brand purpose while helping people tackle difficult subjects and improve their health.





"THIS CAMPAIGN HAS SHOWN ME THE POWER OF COLLABORATION"

One of the most famous examples of packaging that raises medical awareness is Bowel Cancer UK's GetOnARoll campaign, which calls on retailers and brands across the country to put bowel cancer symptoms on their toilet roll packaging.

The campaign was started in 2022 by Cara Hoofe, an M&S employee who had been diagnosed with the disease, who persuaded the supermarket to print the symptoms of bowel cancer on their own-brand toilet roll.

M&S were quickly followed by Andrex, Aldi, Morrisons, Waitrose, Sainsbury's, Asda, Co-op, Lidl and, more recently, Amazon. Over four years, the campaign has educated millions of people about bowel cancer and saved thousands of lives.

"When I first put the idea forward to M&S, I was thrilled it was a 'Yes'," said Hoofe. "While I hoped that this was the beginning of something bigger, never once did I stop and think that we would be in the position that we are today. This campaign has really shown me the power of collaboration."

HELP WHEN YOU NEED IT

As well as physical health, a number of brands are using their packaging to tackle mental health issues, designed not only to encourage people to open up and talk about any problems they may have, but provide information to support and help at times of high stress.

One great example is the partnership between supermarket Aldi and PANDAS Foundation, a UK charity that offers support for families and parents who may be suffering with perinatal mental illness, including prenatal and postnatal depression. Guided by the expertise and knowledge of PANDAS Foundation, Aldi printed information on its Mamia Sensitive and Extra Sensitive baby wipes packaging, such as a list of the common signs of perinatal mental illness plus the details of helplines and support groups.

"This campaign brings together two powerful things: empathy and visibility," said Annie Belasco, CEO of PANDAS Foundation. "So many parents are struggling in silence, and this puts a message of hope directly into their hands."

The success of all these campaigns demonstrates the ability of well-designed packaging to place a message directly in front of the people who may need it the most, offering a strong combination of convenience, location and well-researched information to engage with a consumer at exactly the right time.

When used well, this combination can be used to deliver genuine change in someone's life – and perhaps even save it.

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To read the Two Sides Insight Article on paper's role in education, go to bit.ly/Two-Sides-Insight-Education

OBAL TREND IN PURPOSE-
SAGES DESIGNED TO RAISE
ND TACKLE MISINFORMATION



EVENT HORIZON
CALENDARS AT THE READY. HERE ARE THE



WORLD PRINTERS SUMMIT

4-7 OCTOBER 2026

ROTTERDAM, THE NETHERLANDS

—

The 2026 World Printers Summit is positioned as a landmark event for the global print industry, exploring the future of coldset, heatset and digital printing. In a historic move, WAN-IFRA has co-located the World Printers Summit with the DistriPress Congress, uniting manufacture and delivery expertise under one roof. The whole event brings together printers, materials suppliers and equipment manufacturers across the full print production value chain, with attendees expecting world-class presentations, networking opportunities and a shared exhibition space that spans the entire print and paper industry. Speakers include our very own Jonathan Tame, Managing Director of Two Sides, along with Ulbe Jelluma, Print Media Ambassador for Print Power Europe, and Iacob Gammeltoft, Senior Policy Manager at News Media Europe.

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For more information about the summit, go to wan-ifra.org/events/world-printers-summit-2026

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For an exclusive 25% discount, use the code 'TwoSides26'

LONDON PACKAGING WEEK

16–17 SEPTEMBER 2026

EXCEL LONDON, UK

—

With more than 5,700 visitors, 220 exhibitors and 90 speakers across three conference stages, London Packaging Week is a must-attend for the global packaging industry. The two-day event is split into four dedicated areas, luxury, beauty, drinks and FMCG, each one focusing on the latest innovations, research, debate and thought leadership in these key areas. This year's event also introduces new areas such as the Start-Up Zone – a dedicated space for emerging companies – and The Design Hub, which will bring together creatives, brands and innovators to explore ideas and new materials. The event is topped off by the Innovation Awards, which celebrates outstanding technical and creative excellence across the entire industry.

—

londonpackagingweek.com

PRINT SHOW

29 SEPTEMBER TO 1 OCTOBER 2026

BIRMINGHAM NEC, UK

—

Co-located with The Sign Show, the Print Show is one of the UK's top industry events and the only exhibition entirely dedicated to the UK print sector. Now in its tenth year, it hosts some of the biggest names in print manufacturing, enabling visitors to speak with experts from all corners of the industry. For exhibitors, it offers face-to-face connection with the international market, drawing people and companies from all over the world, all keen to talk and do business. The show also

WORLD'S TOP PRINT AND PAPER EVENTS

features the Knowledge Zone, which will host specialist speaker sessions, as well as Print Mastermind Live!, a dedicated area offering print business owners the chance to take part in open and honest conversations about how to grow their business.

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theprintshow.co.uk

FIPP WORLD MEDIA CONGRESS

13-15 OCTOBER 2026

MADRID, SPAIN

—

This year's FIPP World Media Congress has the theme of The Fundamentals of Media's Future – a highly topical and wide-ranging area for discussion, which is on the mind of every media executive in the world. With subjects including premium print reinvention, revenue diversification and building creator ecosystems, there's plenty to get stuck into as the world's leading media experts line up to present, educate and debate the future of the industry. From Goli Sheikholeslami, CEO of Politico in the US to Dmitry Shishkin, Board Member of WAN-Ifra in the UK, there's a wealth of experience and knowledge on offer that will fascinate whether you work in media or not.

—

fippcongress.com

PRINTING UNITED EXPO 2026

23-25 SEPTEMBER 2026

LAS VEGAS CONVENTION CENTER, USA

—

If you fancy going a little further afield, North America's largest conference for print and graphics is happening in Las Vegas in September. With over a million square feet of show floor and more than 25,000 attendees and 800 exhibitors, this is networking on a grand scale, gathering the world's top manufacturers in one huge place, all ready to showcase their latest equipment and processes. Beyond the show floor, visitors can discover how artificial intelligence is transforming print, from automation to smarter decision-making, alongside live equipment demonstrations and education sessions.

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printingunited.com

UK PACKAGING EXPO

10-11 NOVEMBER 2026

EXHIBITION CENTRE, LIVERPOOL

—

As one of the top events for the packaging industry in the north, the UK Packaging Expo always attracts thousands of delegates, all keen to showcase and learn about the ideas, technologies and partnerships driving the future of packaging in the UK. With a mission to be the UK's leading platform for packaging innovation, sustainability and business growth, the event challenges the traditional south-focused trade show model, bringing people to the North West – the UK's number one manufacturing region. Entry is free, with more than 50 world-class speakers and an integrated Future Packaging Conference that covers sustainability, smart automation and supply chain innovation.

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ukpackagingexpo.co.uk

SUSTAINABLE PACKAGING SUMMIT

10-12 NOVEMBER 2026

UTRECHT, NETHERLANDS

—

This year, the Sustainable Packaging Summit has been extended to three full days of panels, breakout sessions, networking and innovation showcases, with over 1,000 delegates expected to travel to Utrecht to listen to more than 130 expert speakers talk about the latest trends and innovations in sustainable packaging. Headline speakers include former Unilever CEO Paul Polman and Archana Jagannathan, PepsiCo's Chief Sustainability Officer for Europe, plus representatives from Amazon, Mars, Nestlé, McDonald's, Nike, Lidl, LEGO and Walmart. As well as the Summit, the event features the Sustainability Awards, regarded around the world as the 'Nobel Prize' of the packaging industry.

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bit.ly/Sustainable-Packaging-Summit

PAPER & TISSUE SHOW

11-12 NOVEMBER 2026

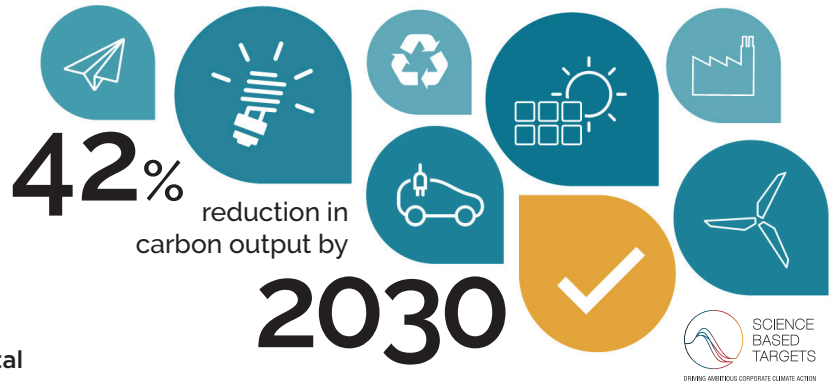
EXCEL LONDON, UK

—

Having previously been held in the Middle East, the Paper & Tissue Show now makes its debut in London, gathering global leaders from the paper, tissue, hygiene and packaging industries. The event brings together three co-located shows under one roof – the Paper & Tissue Show, the Packaging & Recycle Show, and the Hygiene & Nonwoven Show – for a multi-sector sourcing platform serving a market that's worth more than $8bn. Taking place during London Pulp Week (November 8-15), the event will attract exhibitors and buyers from the full range of paper and tissue sectors, from raw materials and production technologies to hygiene products and sustainable packaging solutions.

—

london.paperoneshow.net



HEALEYS PRINTERS

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



"IT'S THE RIGHT THING TO DO"

DAVID BRADFORD, DIRECTOR OF MARKETING & REGULATORY AFFAIRS AT CITIPOST MAIL ON WHY THE COMPANY JOINED TWO SIDES

What were the reasons for Citipost Mail joining Two Sides?
We really support what Two Sides is doing. It's the right thing to do and the organisation has been getting some really impressive results. There's also the huge range of resources on offer, which we can repurpose and use to communicate with our existing and prospective clients. Citipost Mail has a large number of clients in many different sectors, so we need a lot of information about the effectiveness and sustainability of print and paper, which Two Sides has.

Are your clients asking a lot of questions about the sustainability of paper?
Curiously, no. We move between 270 and 300 million items a year, so you would think it would come up more. But I think that's down to the work that Two Sides and other organisations are doing. The message that paper is recyclable and highly sustainable compared to digital and online, along with



the greenwashing issue, is getting across really well, so we don't get asked about it much. We tend to get asked more questions about where we are as a company on our net zero journey and how we have reduced our carbon emissions.

What's the market like for direct mail at the moment?
Overall, the market is declining at a steady rate but there are a number of reasons for that. There's some attrition from campaigns moving to digital, but targeting for direct mail is also getting better. People are targeting customer groups and prospects much better, which reduces a lot of waste. Previously, brands would have a scattergun approach, so there would be a lot of wastage and lower return on investment than if the targeting was right.

Is that the same across the different types of mail?
A lot of the decline in direct mail is transactional mail – bank statements, fines, medical appointments – but advertising direct mail is having an uptick at the moment. We've certainly seen that over the last six to eight months. Companies may be reducing the number of items they are sending for a campaign because of better targeting, but they might be increasing the number of campaigns.

How can companies increase the effectiveness of mail?
A lot of the work we're doing with clients at the moment is trying to convince them to include us as early as possible in the campaign conversation because we can help with the data selection. We can also help with the creative for direct mail as we know what works and what doesn't work. Marketers are starting to realise that the attention that mail gets compared to digital is so much higher, so it's worth the investment if you do it right.

—

For more information on Citipost Mail, go to citipostmail.co.uk

BRITS BACK PLASTIC-FREE PACKAGING AT SUMMER EVENTS



A NEW STUDY has shown that three-quarters of people in the UK want food packaging at major events this summer to be plastic-free. The research commissioned by British plant-based materials company Xampla found that 74% of people want major sporting events to just use plastic-free food packaging.

The issue of plastic packaging at events is a serious one, with the report stating that enough single-use plastic waste to stretch the length of more than 13,000 football pitches is expected to be generated during the World Cup. Festivals also have a role in reducing plastic, with more than 1.3 million single-use food containers thrown away in a typical UK festival season.

One of the problems is that a lot of single-use food containers that appear to be paper or card are also lined with a thin layer of plastic, with the report stating that 49% of people say they don't realise most paper and cardboard takeaway food boxes are lined with plastic.

Alexandra French, CEO of Xampla said: "With millions of people attending festivals and sporting events this summer, there is a real opportunity for food businesses, the events industry and manufacturers to demonstrate that scalable, plastic-free alternatives already exist."



TEENAGERS DISCOVER THE KEY TO HAPPINESS

THE NATIONAL LITERACY Trust has found that teenagers are turning to books as a way of finding happiness, using reading to relieve anxiety and provide a break from social media.

The Trust's latest survey of 125,000 children in the UK has found that reading for pleasure has risen across every age group between eight and 18 – the first time in a decade that reading has increased across all demographics in the same year.

The charity said that teenagers cited emotional wellbeing and happiness as their main motivations for reading, with girls chiefly reading for relaxation, learning new words and escaping into another world, and boys reading to learn about new things and relax.

"Reading has a huge impact on mood and empathy, and it's heartening that young people have increased awareness of that," Jonathan Douglas, Chief Executive of the National Literacy Trust charity, said to *The Times*. "Young people's awareness of how to help anxiety and mental health is significant at the moment, and they are recognising that reading is a wellbeing activity and good for self-regulation."

This mirrors a 2009 study by Sussex University, which found that reading for as little as six minutes reduced stress by up to 68%. Researchers found it was more effective than listening to music, drinking a cup of tea or coffee or going for a walk.



FRESH THINKING

THE LATEST GLOBAL PAPER INNOVATIONS, FROM SPANISH TOMATO PACKAGING THAT TURNS INTO A BASKETBALL GAME TO AN ARGENTINIAN CAFE THAT'S ENCOURAGING LETTER WRITING

THEY SHOOT, THEY SCORE

Spanish packaging specialist Enbox has created a highly creative piece of food packaging for cherry tomatoes that can turn from sustainable cardboard packaging to a miniature basketball game.

Based on the slogan 'Less plastic, more game', the recyclable design replaces conventional single-use PET plastic tubs with a foldable fibre-based tray. Once the tomatoes are eaten, a simple folding mechanism transforms the pack into a miniature basketball hoop, creating a new game and extending the life of the packaging.

By introducing an element of play, the packaging aims to build a bond with families and children while transforming a standard pack into a source of entertainment. The only tricky bit will be getting your kids to stop playing with their food.





TAKE A BREAK

Global snack brand KitKat has created a brand new piece of packaging that takes the concept of taking a break a step further by blocking your phone signal.

Produced by KitKat Panama and Ogilvy Colombia, the 'Break Mode' pouch looks like an oversized KitKat wrapper, but is actually a Faraday cage, made of highly conductive material that's designed to block electromagnetic fields. That means that once your phone is inside, you'll be free of calls or notifications.

"In a world that never disconnects, how can a brand's promise of a 'break' become a reality?" asks a statement posted to Ogilvy's Instagram account. "You reinvent the packaging."

The KitKat pouch is another example of brands using the current consumer desire to disconnect from digital devices, with other campaigns including IKEA's phone-sized flat-packed bed designed to encourage users to turn their phones off before going to sleep.



HEAD-TURNING PAGE-TURNER

Luxury fashion brand Coach have leapt on the literature bandwagon by creating a hot new accessory for their stylish bags: books. Created in collaboration with the publisher Penguin Random House, these 'book charms' are hardback, fully readable versions of classic literature such as *Sense and Sensibility* by Jane Austen and *I Know Why the Caged Bird Sings* by Maya Angelou, alongside more recent titles like *Untamed* by Glennon Doyle and *A Forest of Wool* and Steel by Natsu Miyashita.

The latest in a long line of book-related fashion accessories, the charms were on the front rows of fashion shows and red carpet events earlier this year, and are inspiring a wave of copycat designs. If you have a desire to combine great fashion sense with something to read, the book charms are available for $95 on the Coach website.



BRIGHT IDEA

Italian energy company Plenitude and advertising agency TBWA\Italy have created a new print book that's designed to be read in the dark. With 75% of children aged three to nine afraid of the dark, many parents have to resort to leaving a light on in the room or hallway all night, which is neither sustainable or great for energy bills. So the two companies created *Goodnight Light*, the world's first children's book designed to be read only in the dark.

Using glow-in-the-dark ink that only becomes visible once the lights go out, the book follows Lucilla and her friendly monster, helping children to reframe darkness as something magical rather than menacing. Each copy doubles as a star-shaped bedside lamp, making sustainability feel like bedtime magic.



COFFEE CORRESPONDENCE

A café in Buenos Aires is encouraging its customers to put down their devices and write physical letters as they sip their coffee. Operating as Unit 5828 of the Argentine postal service, the café is both a post office and a community hub, deliberately slowing down the pace of life and inviting all generations to experience the delights of letter writing: selecting the paper, writing the message, sealing the envelope with hot wax and addressing postcards by hand.

Staff report that adults bring their children and grandchildren along to introduce them to print communication, while the children inspire older patrons to reconnect with a forgotten practice. The venue also offers 90 physical post office boxes for rent, with customers receiving notifications when new correspondence arrives.

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