

[An Environmental Resource Center document from www.graphiccommunications.com.]

Two Sides to Launch in the United States

Two Sides is a non-profit organization that started in Europe in 2008 to promote the responsible production and use of print and paper, as well as encourage its use as an attractive, practical and sustainable communications medium. Using advertising, direct mail pieces and other publicity targeted to media buyers and influencers to communicate its objectives, the campaign has been very successful in Europe. In addition to distributing 18 regular news-

letters, the organization has established a website (www.twosides.info), which has become a repository for information about the sustainability of print and paper.

Currently, Two Sides has over 1,000 members including major pulp and paper producers, merchants, brokers, ink and chemical manufacturers, pre-press, press, printing, finishing and publishing. The entire print media supply chain is represented. Present in 12 countries, the

organization has links to similar projects in Australia and Japan.

Expanding its presence into the US

Now there is a Two Sides initiative launching in the United States due to the efforts of member companies, leading organizations in the U.S. print media supply chain and support from the



NPTA (National Paper Trade Alliance). The result is the formation of Two Sides US. According to the new organization's President, Phil Riebel, the initiative quickly gained support from stakeholders thereby securing the necessary funding to establish the organization here in the United States. "Currently, over 30 paper merchants have signed up, eight pulp and paper companies and one large retailer, with more joining every month (see sidebar)," Riebel noted. "Our goals and strategies will be based on the European template but tailored to the US market. Initially, it will probably be more business-to-business education, but it will migrate to business-to-consumers as we grow our budget."

"Kodak supports Two Sides in the U.S. because a key part of our business relies on the sustainable use of paper and print," says Charles J. Ruffing, director of health, safety, environment and sustainability at Eastman Kodak. "We

EARLY ADOPTERS OF TWO SIDES U.S.

Paper Producers

Appleton Coated LLC
Boise Inc.
Mohawk Paper Co.
Monadnock Paper Mills
Neenah Paper
Sappi Fine Paper North America
UPM-North America

Retail

Eastman Kodak Company

Merchants

American Paper Corp.
Anchor Paper Co.
Ariva
ARC Paper, L.L.C.
Bosworth Papers, Inc.
Bradner Smith & Company
Butler-Dearden Paper
B.W. Wilson Paper Co., Inc.
Central Michigan Paper Co.
Central Paper Co., Inc.
Clampitt Paper
Dennis Paper Co.
Graphic Paper, Inc.
Jackson/Newell Paper Company

J.P. Gasway Company
Lindenmeyr Division of Central National-Gottesman
Mac Papers, Inc.
Midland Paper, Packaging + Supplies
Olmsted-Kirk Paper Co.
Omaha Paper Co., Inc.
Pochteca Paper
Printing Papers, Inc.
Redd Paper Company
Sandia Paper Co., Inc.
Shaughnessy Kniep Hawe Paper Co., Inc.
Spicers Paper, Inc.
Sterling Paper Company
Unisource Worldwide, Inc.
Warwick Paper Co., Inc.
WCP Solutions

Body Representative Members

NPTA Alliance
Printing Industries of America (PIA)
Printing Services and Distribution Association (PSDA)

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believe that both electronic and print communications will co-exist in the future, and we want to continue educating people about the sustainable life cycle of print and paper.”

One of the current goals is to enlist the support of publisher members to provide ad space for communications explaining the industry’s efforts to create environmentally sustainable paper production. “The role of publishers is critical for Two Sides because they provide an ideal channel to reach the public. As an example, our publisher members in Italy generously provided 160 pages of free ad space to us last year. In the UK, the Economist magazine featured two of our ads with a circulation of over 400,000,” noted Riebel.

Sustainability Education

Another area that Two Sides US is going to address is educating government officials and corporations on many of the sustainability issues regarding print. According to Riebel, there is a rapidly growing trend in government and corporate

offices of going paperless based on the assumption that switching to electronic media is better for the environment. “The main issue is that many organizations are sending misleading messages related to the environmental impacts of print and paper, and they are not properly consid-

Print and Paper
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story to tell



ering the impacts of increasing electronic communications. Our task is to provide people with factual education that print and paper are sustainable, and challenging some of the misleading messages. A sustainable forest products industry not only provides hundreds of thousands of jobs in the U.S., it also ensures a long-term incentive for private landowners to keep healthy forests instead of selling the land for development and losing the forest to malls, condos or highways. Print and paper have a great sustainability story to tell,

and Two Sides is committed to spreading the word as our U.S. effort continues to grow.” At the present time, Two Sides early adopter fundraising has been completed, the governance structure is in place and a U.S. strategy and web site are underway.

Member Benefits

Since it has earned a reputation as an industry authority on the sustainability of print and paper, the organization aims to provide top environmental service to its members. The website provides valuable resources and facts about the sustainability of print and paper, including environmental reports, case studies, and an audio and video library related to the use of print and paper as an effective communications medium. In addition, the networking around the global print media value chain can enable members to make key contacts and become more educated on the sustainability of print and paper. For more information, contact Phil Riebel, President, Two Sides US at pnr@twosides.info; phone: 1-855-twoside.