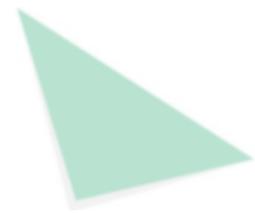


Two Sides Press Release



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Smurfit Kappa joins Two Sides sustainability group

Two Sides, a global organisation that promotes the attractiveness and sustainability of paper, welcomes Smurfit Kappa, one of the world's leading packaging companies, as a new member.

With increasing consumer concern and media scrutiny on packaging and, in particular, single-use plastics, the world is looking for more sustainable solutions.

A recent nationally-representative survey of UK adults, conducted by Two Sides and international research agency Toluna, found paper & cardboard to be the most preferred packaging material for environmental-friendliness, recyclability and practicality. However, this research also shows that consumers perceive paper and cardboard to cause forest loss and do not understand the industry's high recycling rates.¹

"There is increasing pressure on companies to be more sustainable and this is having a transformative effect on the packaging industry," says Steven Stoffer, Group Vice President Development of Smurfit Kappa. "Paper-based packaging provides many benefits from protecting the products and preventing waste, to optimising logistics in the supply chain. Most importantly, it's 100% recyclable and has the least impact on the environment."

Two Sides provides fact-based information to reassure consumers that paper and cardboard is the sustainable choice. With a recycling rate of 83%, paper and cardboard are amongst the most recycled materials in the world – the highest of any packaging material. Furthermore, between 2005 and 2015 forests in Europe, which provide wood for making paper and packaging materials, grew by 44,000 square kilometres - that's an area bigger than the size of Switzerland and amounts to over 1,500 football pitches everyday.

Two Sides has a wealth of resources to explain the sustainability and attractiveness of paper and cardboard packaging. These include the website www.twosides.info, newsletters, videos, infographics and the new Facts booklet which explores seven powerful facts about paper packaging's positive impact on the environment.

Jonathan Tame, Managing Director of Two Sides, says: *"We are delighted Smurfit Kappa recognises and values the information Two Sides has created. Together, we can inform consumers and businesses of the great sustainable attributes of paper and cardboard, the natural and renewable choice."*

Ends

¹ Read more on the survey <https://www.twosides.info/UK/paper-and-cardboard-packaging-survey/>

Note to editors

About Two Sides

Two Sides is a global initiative by companies from the graphic communications industry including forestry, pulp, paper, inks and chemicals, pre-press, press, finishing, publishing, printing, envelopes and postal operators. Our common goal is to promote the sustainability of the graphic communications and packaging industry and dispel common environmental misconceptions by providing users with verifiable information on why print, paper and cardboard is an attractive, practical and sustainable solution.

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About Smurfit Kappa

Smurfit Kappa, a FTSE 100 company, is one of the leading providers of paper-based packaging solutions in the world, with around 46,000 employees in approximately 370 production sites across 35 countries and with revenue of €8.6 billion in 2017. We are located in 22 countries in Europe, and 13 in the Americas. We are the only large-scale pan-regional player in Latin America.

With our proactive team we relentlessly use our extensive experience and expertise, supported by our scale, to open up opportunities for our customers. We collaborate with forward-thinking customers by sharing superior product knowledge, market understanding and insights in packaging trends to ensure business success in their markets. We have an unrivalled portfolio of paper-packaging solutions, which is constantly updated with our market-leading innovations. This is enhanced through the benefits of our integration, with optimal paper design, logistics, timeliness of service, and our packaging plants sourcing most of their raw materials from our own paper mills.

Our products, which are 100% renewable and produced sustainably, improve the environmental footprint of our customers.

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