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Print Power and Two Sides UK Newsletter



ISSUE 2 | 2016



Anti-Greenwash Success for Two Sides

TalkTalk

Two Sides have been actively challenging major organisations found to be misleading customers by using environmental claims about the use of paper.

The latest win for Two Sides is TalkTalk. In the process of referring them to the Advertising Standards Authority, they agreed that *'there is a time and a place for both print and digital communications'*. They assured us that any future messaging focuses on the cost savings available with paperless billing, and that *'the Help section of our website makes no reference to environmental impact when explaining paperless billing'*.

"Go Green-Go Paperless" messages are unsubstantiated, misleading and can have a lasting and damaging effect on consumer perceptions of print and paper. The print and paper industry is a world leader when it comes to sustainable raw materials, renewable energy and recycling. Which is why Two Sides continue to challenge major organisations found to be Greenwashing.

Please send any examples you find to greenwash@twosides.info and we will take action!

In the last 12 months, the following are just some of the organisations that have changed or removed misleading messages as a result of intervention by Two Sides; Affinity Water, American Express, Barclays, BUPA, Co-Operative Bank, Coventry Building Society, Ecotricity Group, Essex & Suffolk Water, Gravesend Council, Health Shield, Hive Telecoms, HSBC, Lease Plan, RAC, SSE, Welsh Water, Wessex Water, Whitbread, Windsor & Maidenhead Council, YBS Group, Yorkshire Water.

Two Sides Publish New 'Myths and Facts' Booklet



The Myths and Facts booklet is one of the key resources of the Two Sides campaign and we're thrilled to have just published version 9 after months of research and development.

The content of the Myths and Facts booklet has been carefully researched using the most comprehensive reports and studies available on the subject areas.

DON'T FORGET - members of Two Sides can personalise this booklet and use it alongside your own marketing collateral.

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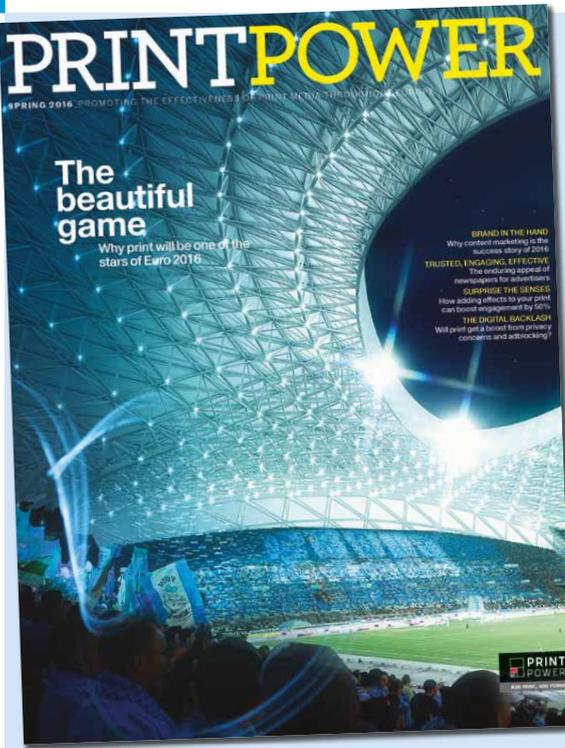
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Print Power Promoting the effectiveness of print media throughout Europe

The latest Print Power magazine is now out with the latest news, research, opinions and trends in the world of print and paper.

Featuring articles on Vogue, the digital backlash, content marketing and print's role in the Euro 2016 competition, but to mention a few. Our thought leaders in this issue are Mike Colling, CEO of MC&C, explaining why direct mail is on the rise and Tim Milne, of design agency Artomatic, exploring the positive effect digital media has on print. Alongside our regular Knowledge, Engage and Take 5 features, this issue makes an interesting and compelling read.

Ensure your copy is delivered to you twice yearly by signing up at: www.printpower.eu/subscribe
Alongside these articles, you can find hundreds of case studies and inspirational items on the Print Power website. All the latest news promoting print as a powerful and effective medium in today's digital world.

www.printpower.eu

The attractiveness and sustainability of Print and Paper - The UK consumer's view

As the world of communication continually shifts towards digital, many consumers are being given the impression that this is better for the environment

Many companies including Banks, Utilities and Telecoms are now increasingly driving communications online and either withdrawing paperbased bills and statements, making charges if customers wish to receive them, or just increasingly making a paper bill or statement difficult to access. Whilst a key driver for this is cost reduction, often environmental benefits are cited, or overstated, as the main reason for change. This survey provides an insight into how consumers view the environmental impacts of digital versus paper-based communications and how they perceive and use paper in their everyday lives. **There are lessons for all in this report.**

To read the full report please go to:
www.twosides.info/UK/Global-Research-Survey



Consumers are mistrustful of misleading environmental marketing statements and understand that this is often a cover for cost saving.

**THE PRINT
SHOW** 
NEC BIRMINGHAM
OCTOBER 11-13th 2016

Come and see us at The Print Show

We have had a very busy 12 months and would love to share our achievements with you and update you on our newest projects and campaign ideas.

Following its success last year, The Print Show will again showcase the latest printing equipment, a broad seminar program, software training, in-house bar, and the amazing 'Printers' Bazaar'. An important day out of the office to understand new innovation, where the industry is going and networking.

**WE'RE ON
STAND P13**

To register for your
free pass, go to:
www.theprintshow.co.uk

No wonder
you  paper

The No Wonder You Love Paper campaign was first introduced in 2012 to increase consumer awareness of print media's sustainability and improve perceptions and attitudes towards paper.

In April 2015, a competition was introduced to the campaign to increase engagement. The prize was a "fact - finding forest trip to a European paper mill". To enter, readers had to answer 3 multiple choice questions.

The competition was a huge success. Over the course of the campaign, 500 adverts were placed in national newspapers and magazines generating over 5,000 entries. In May and June of 2016, Two Sides sent 24 winners, and their guests, to 9 paper mills across Europe.

The No Wonder you Love Paper competition was a fantastic opportunity for members of the public to see paper - making and sustainable forestry in action. The winners were able to see the entire production process, from tree to sheet. Unfortunately, there are still popular misconceptions that the production and consumption of paper is detrimental to European forests, but in fact, it's quite the contrary.



Seedlings planted for Mondi in Slovakia, here they cultivate every seedling in Slovakia at this nursery.



Within the Spessart forest, Germany, a mix of tree species enable the forest to adapt to environmental changes. The trees are marked for harvesting individually by the forest management team, this selection carefully considers the health of the forest by evaluating the canopy to enable light to encourage new growth.

Over the past ten years, European forests have grown by an area larger than Switzerland—that's more than 1,500 football pitches every day! Print and paper have a great environmental story to tell, and Two Sides, working closely with the paper industry continue to tell this and other great stories about the sustainability and attractiveness of print and paper, to millions of consumers every year.



In Slovakia, horses are still used to harvest the trees.



Above is the Sappi mill at Stockstadt where the winners were struck by the efficiency and scale of the production and automation involved in the process.

POWER OF PRINT

1 NOVEMBER 2016

THE INSIDE STORY ON THE WORLD'S TRUSTED MEDIUM

This year's seminar is set to be the most informative and engaging to date, with speakers from News UK, the Direct Marketing Association, Cedar, Time Inc., Royal Mail, Forum for the Future, BPIF and Canon, to name but a few. Plus a special appearance from Dave Trott, Baroness Greenfield and Wayne Hemingway who will share the uplifting story of his 37 year career as a designer and on how print and paper have played a role throughout.



Following the day's seminar, there will be a drinks reception followed by a special three-course dinner.

If you haven't already reserved your place for the Power of Print Seminar on November 1st 2016, head straight to www.powerofprint.info/book-now

10 good reasons to support Print Power and Two Sides

1. Research and Content: we've done the hard work for you!
2. Re-Brand our Materials: Add them to your own marketing collateral
3. Print Power Magazine: Distribute it as you choose
4. Members Page: Your company in front of 5,000 visitors each month
5. Industry Updates: Regular up-to-date information for you to share
6. Print Power and Two Sides Logos: Demonstrate your affiliation with our campaigns
7. Partner with Campaigns: At a National, European or Global level
8. Discounted Events: Informational seminars and industry dinners
9. Expert Advice: Free advice and information when you need it
10. Celebrate the Industry: This is a fantastic, versatile, dynamic and relevant industry

By uniting all those who wish to see print and paper flourish, the Print Power and Two Sides campaigns deliver powerful messages to ensure that print media remains a vital communications channel for generations to come.

Last, but by no means least, we'd like to wish a very warm welcome to our newest members!

- Burst Digital
- McCaughan Paper Ltd
- Orchid Print
- Paper2Day B.V.
- Roland DG
- SD Schwartz
- Windles Group
- Wood Mitchell Printers Ltd

For full details of member benefits and how to join Print Power and Two Sides, go to:

www.twosides.info/Member-Benefits

Contact Us

To discuss membership benefits or for any other information regarding our campaigns, please give us a call or drop us a line; we'd love to hear from you!



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For news, case studies, events and more, go to: www.printpower.eu & www.twosides.info



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