



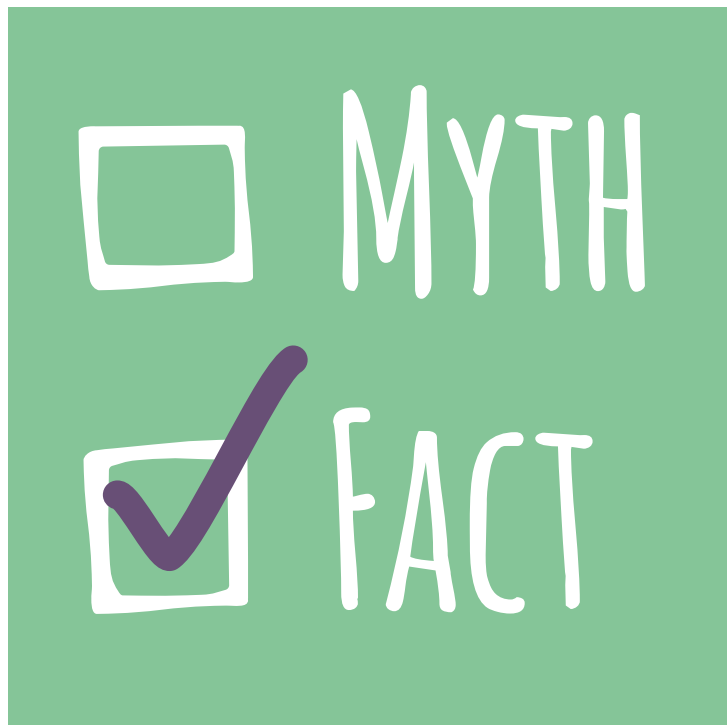
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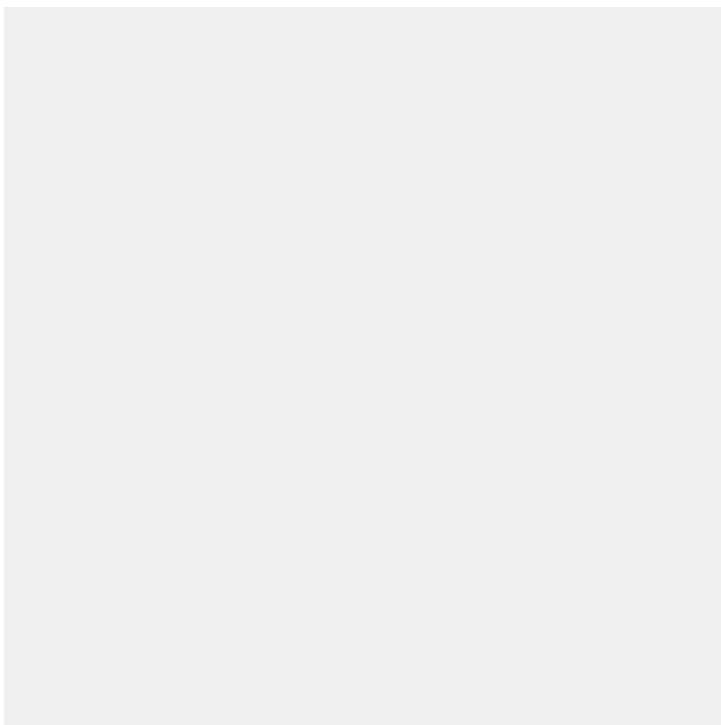
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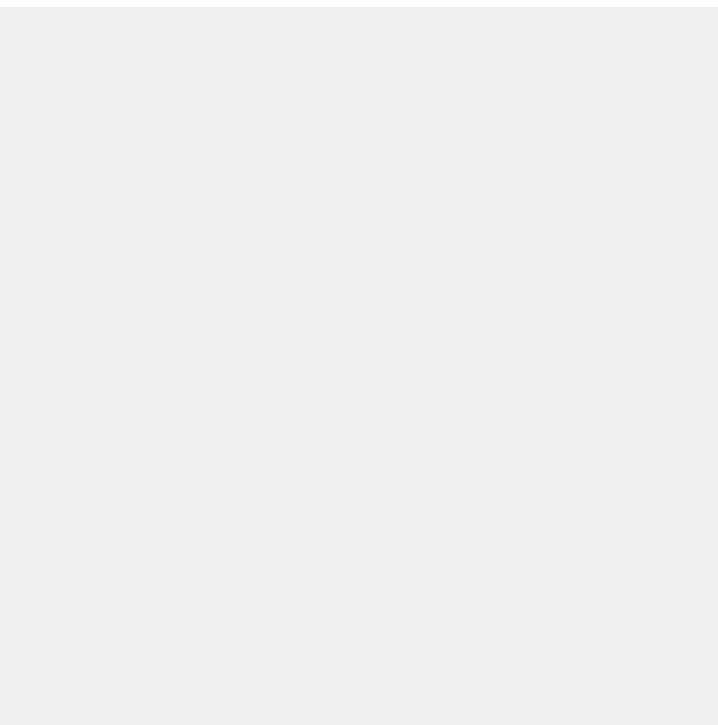
### MYTHS & FACTS



### FACT SHEETS



### INFOGRAPHICS



### ANTI-GREENWASH



### ABOUT US

“The Two Sides initiative explodes the Myths and sets out the Facts about print media’s sustainability in a clear and concise manner.”

We aspire to ensure that, in a world of scarce resources and digital emergence, Print and Paper’s unique qualities can be enjoyed for generations to come.

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Tweets by @TwoSidesUK



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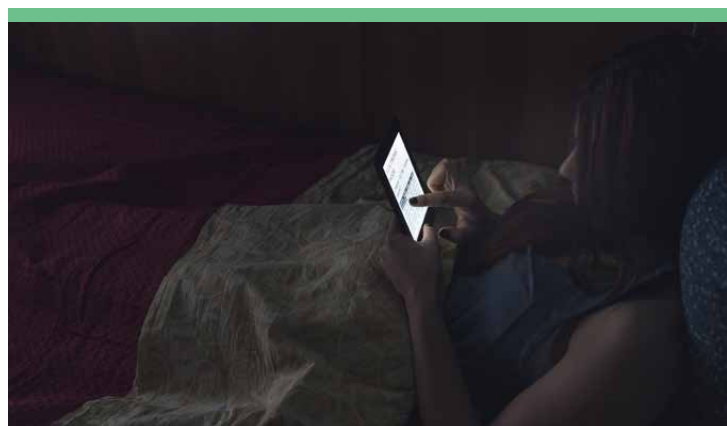
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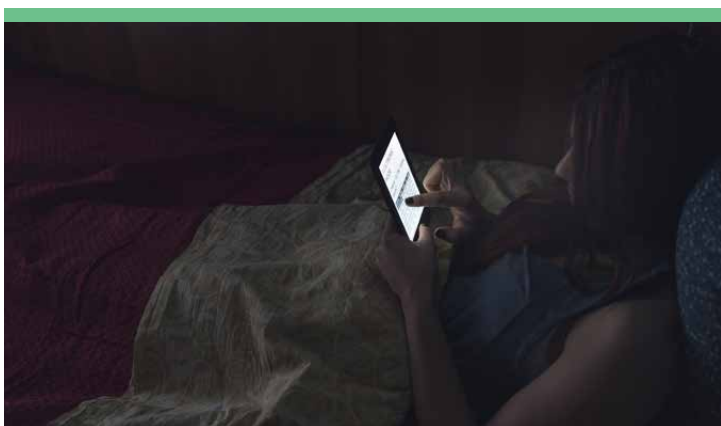
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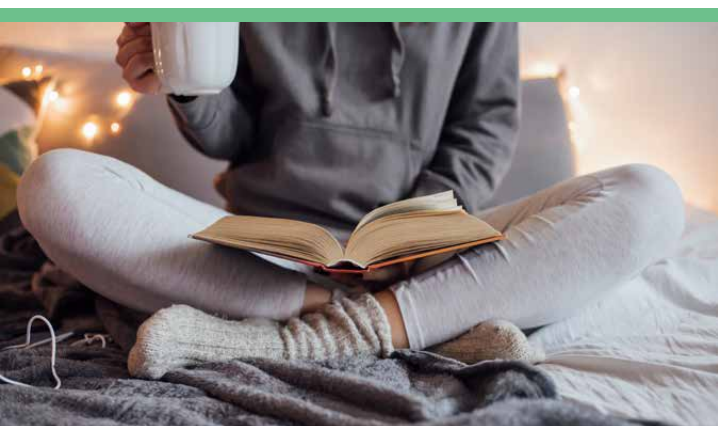
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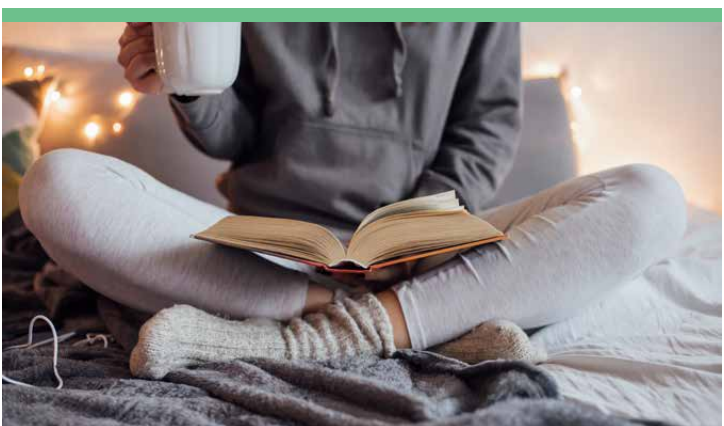
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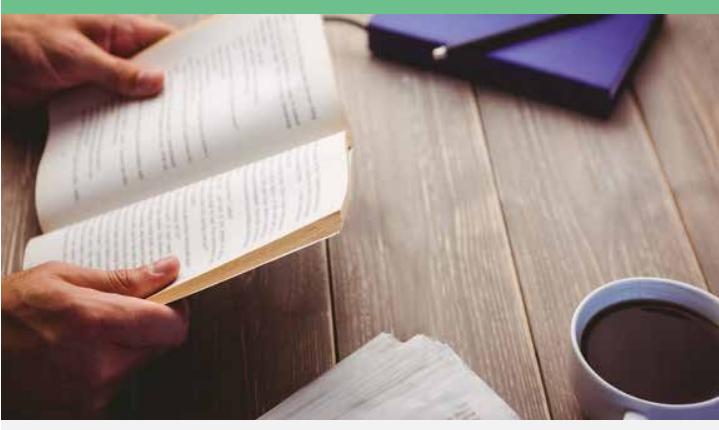
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## Reading print comes out top in new survey



Submitted: [The Two Sides Team](#) 31 January 2018

**As companies strive to move their customers towards digital communication, we examine whether this business decision is the right one for the consumer.**

It's no secret that businesses and organisations prefer to communicate with their customers digitally.

Whether it's financial institutions sending statements via an app or utility companies emailing your latest bill, companies are keen to make every document for every customer digital.

For businesses with thousands of customers, you can understand why.

With no paper, print or postage, the relatively low cost of emailing or texting is a major factor, but so is the ease of automation and the collection of data that can be used to target other products or packaged up and sold.



When it comes to important documents, there are a number of reasons why many people prefer them in print. Firstly, having paper bills and statements helps the customer keep on top of their finances – an important factor when money is tight.

Two Sides found that 61% of people find it easier to track expenses and manage their finances when on paper, while a 2015 study by the Keep Me Posted campaign found that 82% of people are able to correctly identify how much money was in their account if they received the statement by post, versus 32% who received online statements.

Then there's the issue of trust and security. With online fraud an increasing problem and hackers gaining access to millions of customers' details, people are quickly losing trust in digital, particularly when it comes to financial and legal documents.

Indeed, the Two Sides survey found that 71% of all respondents are increasingly concerned that their personal information held electronically is at risk of being hacked, stolen, lost or damaged, while 73% keep hard copies of important documents at home.

One of the ways many companies encourage their customers to make the switch to digital is by claiming that going paperless is better for the environment, imploring their customers to 'Go Green' or 'Save Trees'.

Because of the sustainability of print, these claims are often misleading and Two Sides have been working hard to get some of the world's biggest companies to remove them from their communications. To date, Two Sides have succeeded in getting 278 companies to remove claims that going paperless is better for the environment – a 61% success rate.

To download the global report, as well as the Key Findings from the UK survey, go to [www.twosides.info/Survey2017](http://www.twosides.info/Survey2017)

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“EUROPEAN FORESTS ARE SHRINKING”

BUST MYTH



“PLANTED FORESTS ARE BAD FOR THE ENVIRONMENT”

BUST MYTH

“PAPER IS BAD FOR THE ENVIRONMENT”

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“PAPER PRODUCTION IS A MAJOR GREENHOUSE GAS EMITTER”

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“ONLY RECYCLED PAPER SHOULD BE USED”

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“PAPER IS A WASTEFUL PRODUCT”

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“E-COMMUNICATION IS BETTER FOR THE ENVIRONMENT”

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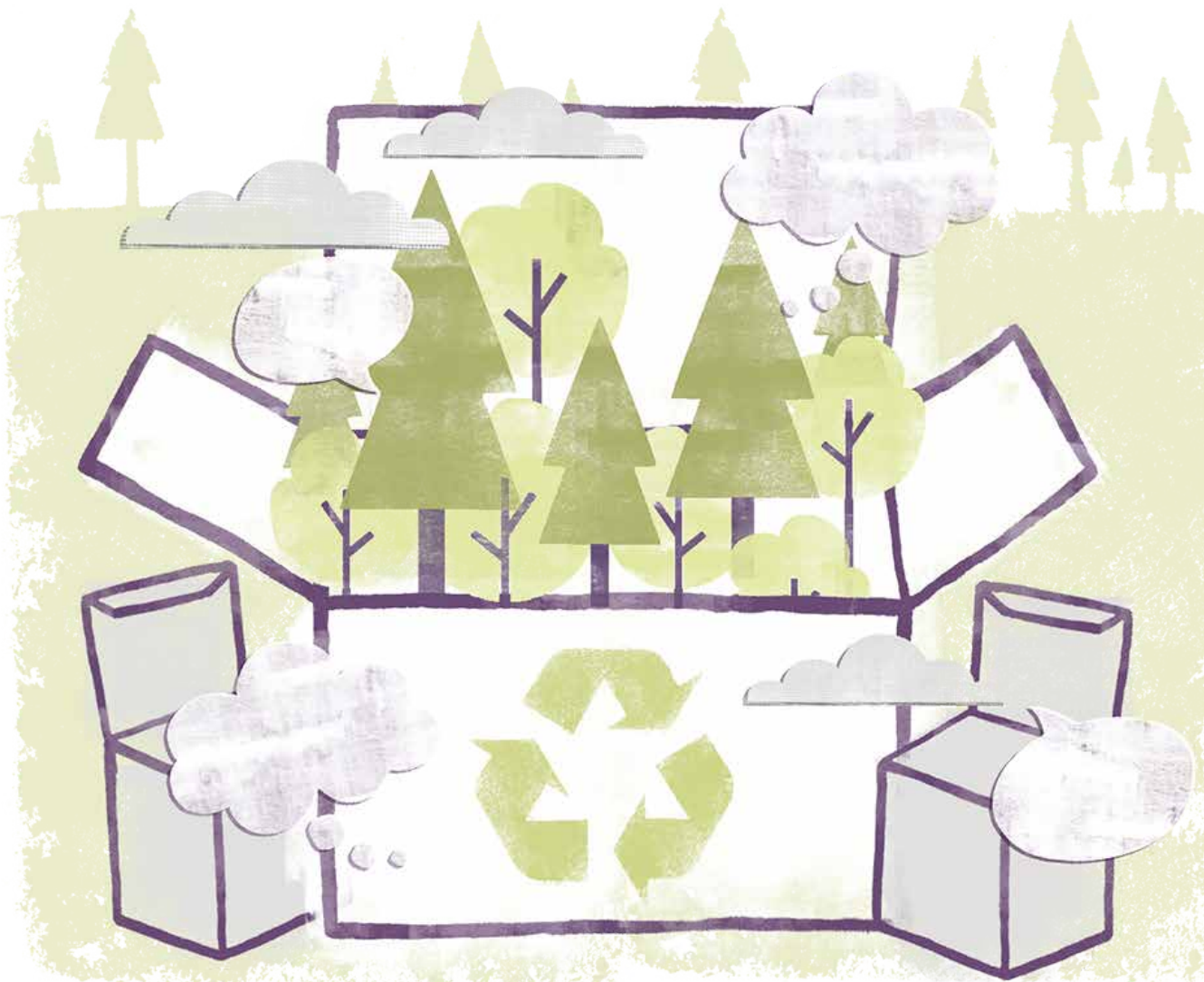


“DIGITAL IS ALWAYS THE PREFERRED MEANS OF COMMUNICATION”

BUST MYTH

“PACKAGING IS WASTEFUL AND UNNECESSARY”

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THE MYTH

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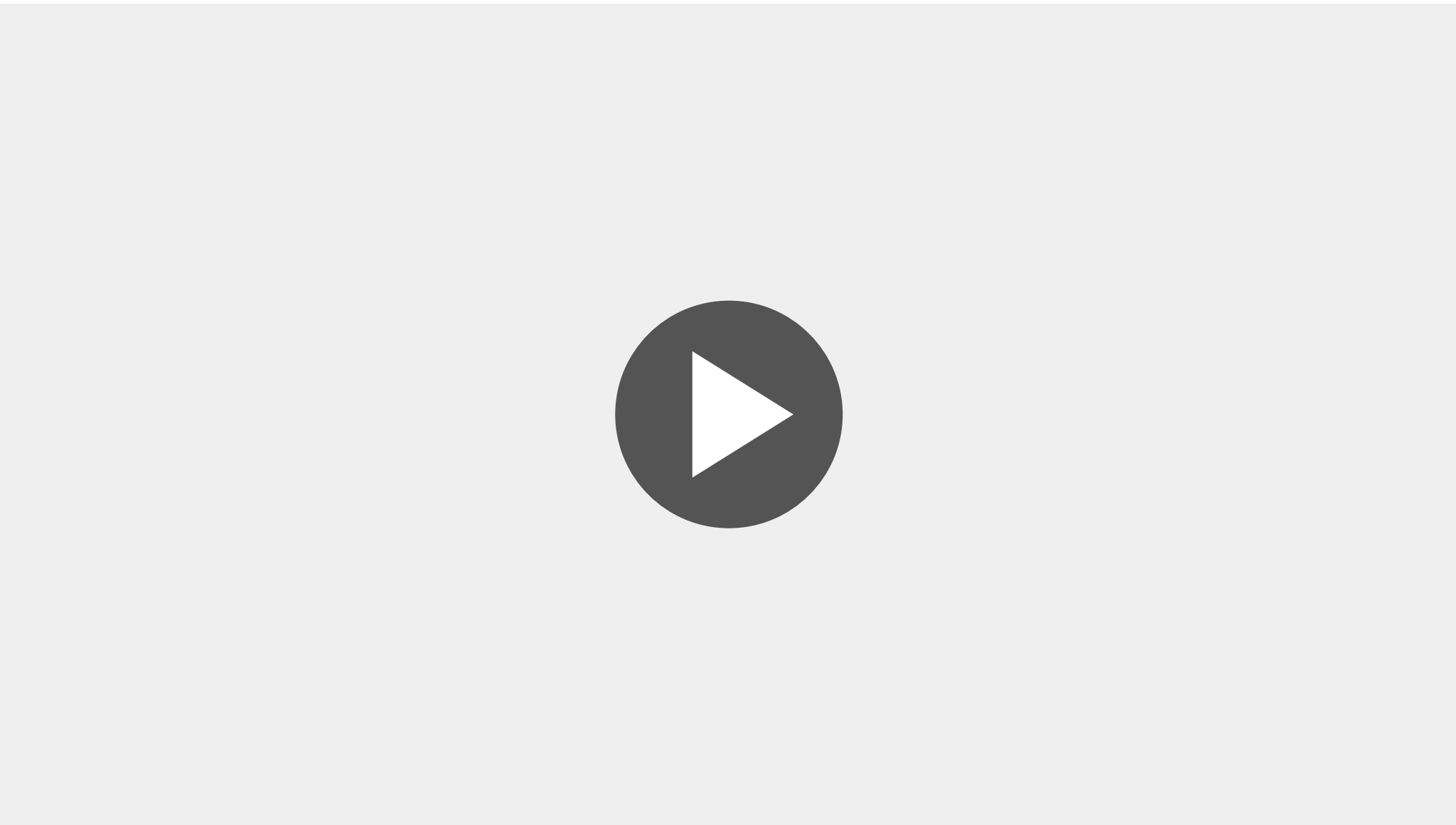
THE FACT

EUROPEAN FORESTS HAVE BEEN GROWING BY OVER 1,500 FOOTBALL PITCHES EVERYDAY!



Paper is a uniquely-renewable and sustainable product. The main raw material, trees, are grown and harvested in a carefully controlled and sustainable way - so successfully that European forests, where most of the raw material comes from, have grown by an area the size of Switzerland in just 10 years.

**Between 2005 and 2015, European forests grew by 44,000 Square Kilometres - that's an area bigger than Switzerland and amounts to over 1,500 football pitches of forest growth every day!**  
FAO data, 2005-2015



**“The most common pressures causing deforestation and severe forest degradation are: large and small-scale agriculture; unsustainable logging; mining; infrastructure projects; and increased fire incidence and intensity”**  
WWF Living Forests Report Chapter 5: Saving Forests at Risk, 2015

**50% of the world’s wood harvest is used for energy and 28% for construction. There are some other uses but paper only directly takes 13%**  
Derived from FAOSTAT, 2015

In some countries, particularly in the tropics, there are issues over land rights and natural forest conversion to industrial plantations which are a cause of concern to the paper industry, NGOs and consumers alike.

**“Forests play an important role in the conservation of biological diversity. The area of protected forests in Europe increased by around half a million hectares annually between 2000 and 2010. Half of the protected forests are managed for conservation of biodiversity.”**  
EEA, The European Environment — State and Outlook, 2015

The Two Sides initiative supports solutions to these problems and recognises the need to support products which can clearly be traced to sustainable sources.

**“85% of the wood used by the European Pulp and Paper Industry comes from European Forests.”**  
CEPI Statistics, 2015

In northern Europe, where almost all ancient Forests are protected, paper comes from managed semi-natural forests where the cycle of planting, growing and logging is carefully controlled.

**“The area under forest management certification has continued to increase, from 18 million ha under internationally verified certification in 2000 to some 438 million ha in 2014.”**  
FAO Global Forest Resources Assessment, 2013

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#### PARTNER

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#### FEE CALCULATOR

Membership Type (Dropdown showing categories)	Company Turnover (£) (thousands seperated)	Annual Fee (£) (locked cell - auto calculated fee)
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#### YOUR DETAILS

Your Name
Your Job Title
Your Email Address
Your Mobile Number

#### COMPANY DETAILS

Company Name	Street
Business Sector (Dropdown showing categories)	Town/ City
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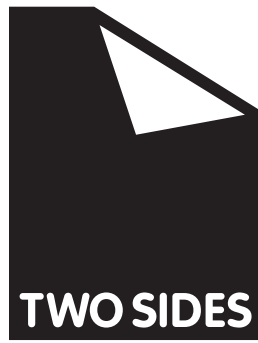


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AB Group Packaging (Oct)  
Abbot Print - Receipt Book Co  
Alexir Packaging  
Antalis

Aquatint  
B & B Press  
Banbury Litho  
Barnwell Print  
BCF

BCQ Group  
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Blackpool Council (Jul)  
BPIF (Sep)  
Burst Digital (Apr)

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DDL Group (Nov)  
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Duplo International  
DXG Media (Mar)  
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FRIP (Jun)  
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Full Square (Apr)  
Fuller Davies  
G.F. Smith & Son  
Galloways Printers (May)  
Geoff Neal Litho

GI Solutions Group  
Gould Paper Sales UK  
GPS Colour Graphics (Mar)  
Greenford Printing  
Greens (Sep)  
H & H Reeds Printers (Feb)  
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Heidelberg Graphic Equip  
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Kodak (Nov)  
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Kolbus UK  
Kolorco  
Kopykat Printing (Jun)  
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