

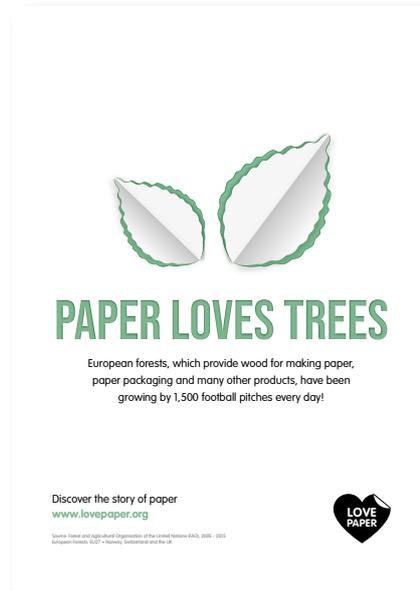
# WE MUST TELL THE GREAT SUSTAINABLE STORY OF PAPER AND PRINT.



The **Love Paper** campaign, run by paper advocacy group Two Sides, seeks to tell consumers the positive stories about print, physical mail, paper, and paper packaging. From their environmental credentials to their ability to improve mental wellbeing, learning and enhance creativity.

Relaunched in 2019, the campaign is supported by a brand-new website, fact sheets, animated videos, and a range of online and social tools to spread the word about the sustainability and attractiveness of paper.

“Never has there been such widespread attention on the environmental credentials of the products and materials we use,” says Jonathan Tame, Managing Director for Two Sides UK. “A seismic shift is happening in both public and business attitudes towards sustainability. More people than ever appreciate that paper can be an environmentally sound choice for reading materials, communications, and packaging solutions, but there is still a significant underestimation of just how sustainable paper and paper-based packaging is.”



## TELLING OUR STORY TO CONSUMERS

There are a series of print ads that run in the UK's biggest daily newspapers and well-known magazines, which reach over 10 million readers every month. The adverts explain the sustainable nature of paper and are designed to grab attention and get readers thinking about this unique medium.

The website ([lovepaper.org](http://lovepaper.org)) provides the facts about sustainable forestry, how paper is made from natural and renewable materials, the high recycling rate, as well as a range of fun activities with paper and card for families to get some important digital downtime.

## THE LOVE PAPER LOGO

The logo can be used by brands on their paper-based communications and packaging to help explain the sustainable nature of their choices including, as examples, high street lifestyle store Oliver Bonas and creative stationery company Papier.



## BECOME INVOLVED WITH LOVE PAPER AND HELP TELL OUR GREAT STORY

Anyone involved in the creation of print should become involved and want to use the Love Paper logo in their own communications to help spread this vital message.

To find out more about the campaign, visit [www.lovepaper.org](http://www.lovepaper.org) or to use the Love Paper mark contact us:

**Telephone:** 01327 262920

**Email:** [info@lovepaper.org](mailto:info@lovepaper.org)

**NOTE** - Love Paper is trademarked by Two Sides. It can only be used by companies who are members of, or under specific agreement with, Two Sides.