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Sustainability**

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& Eco
Building**

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Landfill**

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by Solar
Panels**

 **St Austell
Printing Company**

**Net Zero
Carbon
Strategy**

**Only use
FSC
Paper**

**Measure
manage
water &
power**

**Electric
Vehicles &
charging**

Eco-Credentials



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BALANCED
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CBP2229



Print, Paper and
Paper Packaging
have a great
environmental
story to tell



www.twosides.info



www.lovepaper.org



Certified



Corporation



Discover the facts about paper
www.twosides.info



ABOUT THE LOVE PAPER CAMPAIGN



www.lovepaper.org

Supported by the News Media Association (NMA) and the Professional Publishers Association (PPA), the Love Paper campaign is a global initiative designed to tell everyone about the great environmental story behind Print and Paper.

The campaign was launched in 2012 to improve perceptions of print media and to raise awareness of the responsible forestry which supports the print and paper industry.

Research carried out by Two Sides in 2023¹ revealed some common misconceptions held by UK consumers;

- 60% believe European forests are shrinking - in fact, they're growing by an area equivalent to 1,500 football pitches every day.²
- Only 18% believe the European paper recycling rate is above 60% - it is actually 71% (The highest of any material in the world!)³



WHEREVER SPACE BECOMES AVAILABLE, PLEASE CONSIDER PLACING A LOVE PAPER ADVERT.

For more information about the Love Paper campaign, contact:
01327 262920 info@lovepaper.org www.lovepaper.org

Or [scan here](#) to request the adverts



1. Two Sides Trend Tracker, European Findings, 2023 2. Two Sides Analysis of FAO data, 2005-2020 3. Capi, Key Statistics, 2022

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 LovePaperUK

 info@lovepaper.org

 LovePaperUK

Love Paper is a campaign
ran by the not-for-profit
organisation, Two Sides
twosides.info

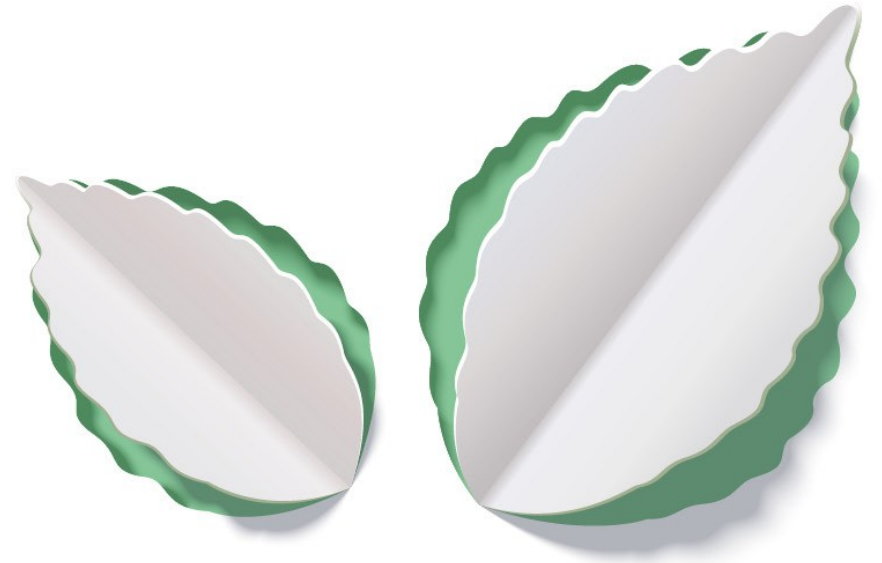




European forests, which provide wood for making paper products, have been growing by 1,500 football pitches every day!

Source: FAO, 2020.

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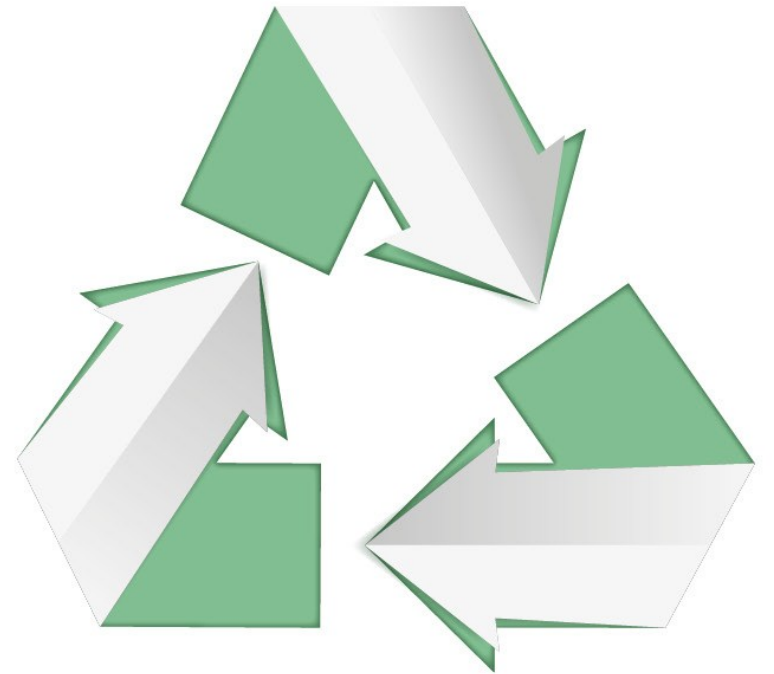




The European paper recycling rate is 72%, making it one of the most recycled materials in the world!

Source: CEPI, 2019.

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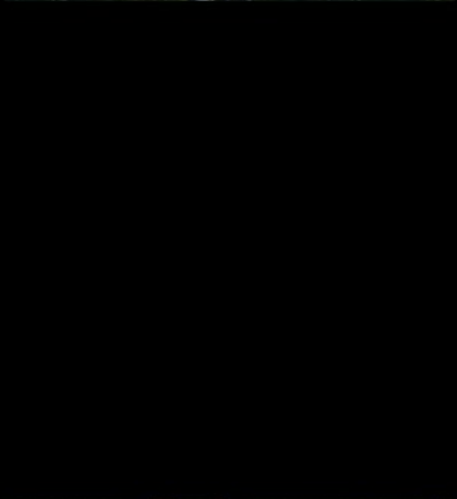
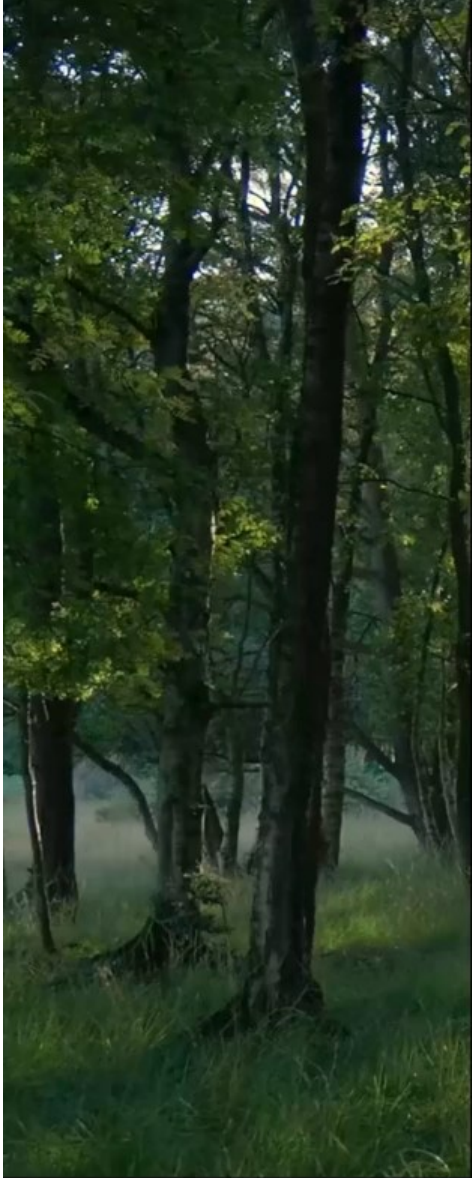
WEEK

3rd - 7th Feb 2025

lovepaper.info/lovepaperweek



Love Paper Week – a campaign to collectively champion paper and paper packaging as a sustainable, effective & attractive medium.



An aerial photograph of a dense forest, showing a variety of green trees from a high-angle perspective. The text is centered over the middle of the image.

It's Love Paper Week!





Paper & Print Works - Spread the Word!