

Two Sides

Membership Charter

EUROPE

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



www.twosides.info

Introduction

About

Founded in 2008, Two Sides is a not-for-profit, global initiative promoting the unique sustainable and attractive attributes of print, paper and paper-based packaging.

The Two Sides campaign is a collaboration of companies from sectors including forestry, pulp and paper manufacturing, paper-based packaging and converting inks, pre-press, press, finishing, publishing, printing, envelopes and postal operators.

Two Sides operates throughout Europe, North America, South America, South Africa, Australia and New Zealand.

Mission Statement

To dispel common environmental misconceptions, inspire and inform businesses and consumers around the world with engaging, fact-based information about the sustainability and attractiveness of print, paper and paper-based packaging.

Vision

By uniting in common purpose with members of the print, paper and paper packaging industries, Two Sides aspires to ensure that, in a world of scarce resources, our renewable, recyclable and highly effective products will be used and enjoyed for generations to come.

Background

In recent years, the wider business community has evolved. It has developed an increased awareness of corporate responsibility and assumed its share of accountability for maintaining standards of ethical, social and environmental performance. The developing awareness of the industry has grown in step with an increase in communities' and society's expectations across all sectors.

Two Sides recognises that the industry has a responsibility to continually improve its environmental credentials and address concerns which are often the result of misleading or inaccurate information.

The Two Sides initiative sets out to explore some of the myths that surround the industry. There is an appetite by society to understand all the environmental issues that impact on the products and services that are now part of daily life which includes making more informed decisions about the use of paper-based products.

Two Sides provides information that presents the environmental facts about paper and paper-based packaging in a clear, factual and accessible way to both B2B and B2C audiences.

Paper has been at the heart of society for over 2000 years. Two Sides seeks to ensure that print, paper and paper packaging remains an essential communication medium in today's digital world and the preferred and sustainable way to pack and protect.

Organisation

Two Sides was formed in 2008 after consultation with key partners and also after conducting market surveys to assess opinions about the industry's sustainability image. The organisation has grown, gaining a reputation as an accessible resource for reliable and factual information and now has members in many countries.

Two Sides does not engage in lobbying on behalf of its members and does not attempt to influence legislation or industry policy making. It may, if invited, support existing industry campaigns where these involve matters relating to Two Sides' Mission.

Two Sides is a not-for-profit organisation which endeavours to implement its Mission and seeks to reinforce confidence in the print, paper and paper-based packaging industries by:

1. Encouraging all members to support the Two Sides Mission and Principles.
2. Promoting the sustainability of the industry by publicising the positive steps that the industry is taking to reduce its environmental impact.
3. Making available to all stakeholders facts and information concerning the industry's sustainability.
4. Engaging with companies, government, NGOs and any organisations which may issue erroneous and misleading claims about the environmental impact of the industry's processes or products; presenting clearly the environmental facts and seeking the removal of such misleading claims.
5. Explaining and communicating the sustainability and effectiveness of print, paper and paper-based packaging in an increasingly environmentally aware world.
6. Seeking to be inclusive and extending the membership opportunity throughout the industry.
7. Encouraging members to promote the adoption of sustainable business initiatives amongst their business partners.

Two Sides strongly supports:

- Responsible Sourcing of Materials
- Responsible Production
- Responsible Print and Design
- Responsible Use of Packaging
- Responsible Consumption
- Responsible Disposal

Progress

Since 2008, Two Sides has attracted growing interest across the world, recognising the need for a campaign which unifies all the interests of the print, paper and paper-based packaging sector and promotes the sustainability of the industry in a way which counters those who accuse the industry of poor environmental performance.

Two Sides recognises problems of deforestation and climate change and acknowledges that, in some parts of the world, these have been linked to pulp and paper production. This is not reflective, however, of the vast majority of the industry, which is investing heavily in sustainable business practices.

Two Sides seeks to ensure that the industry's good and, in many cases, world-leading, environmental performance is presented in a balanced and authoritative way which will reveal the myths about the industry and set out the facts.

Two Sides Development Timeline

2008

- Campaign started by UK paper merchants.

2009

- Paper mills and print related organisations join.
- Publishers begin to support the "Love Paper" campaign by providing advertising space to promote the industry's environmental story.
- Active Anti-Greenwashing campaign starts, engaging businesses making misleading and inaccurate statements on the environmental impacts of print, paper and paper packaging.
- Overseas interest and membership grows.
- Launch of the now well-known Myths and Facts booklet.

2010

- Two Sides expands into other European countries; coordinating with industry associations.

2011

- Two Sides campaigns in North America and Australia begin.
- Major European research into consumer attitudes towards print media.
- Love Paper campaign spreads across Europe.

2012 - 2018

- South Africa and Brazil join the Two Sides campaign, establishing a global network of Two Sides campaigns.
- Anti-Greenwash campaign coordinated between countries.
- Frequent research conducted to track consumer attitudes towards print, paper and paper packaging.

2019

- Relaunch of Love Paper campaign with a new dedicated consumer website and expanded use of digital channels and social media to deliver communications.
- Packaging sector invited to participate and development of communication tools to promote the attractiveness of paper-based packaging.

2020 - 2023

- Portugal and Latin America join the Two Sides campaign, further establishing a global network.
- The Two Sides campaign has a branding refresher with an updated look on the regional websites and tools and resources.
- Consumer biennial Trend Tracker report launched to identify changing consumer attitudes toward print, paper, paper-based packaging and tissue products, revealing both challenges and opportunities for the industry.

Activities

Two Sides' activities in Europe are developed and delivered by a management team, guided by a Marketing Steering Group, with facts approved by a Sustainability Steering Group. Strategic direction and governance is provided by the Board of Two Sides and implemented by regional Country Managers and their teams.

In pursuing the Mission Statement, there are various elements of the Two Sides campaign:

- A content rich, multi-language website holding industry facts, news, reports, videos and more.
- Sending regular e-newsletters and printed communications to subscribers.
- Well targeted media campaigns which provide the chosen audience with the facts about print, paper and paper packaging's sustainability. B2B and B2C messages are delivered via an active multi-country social media campaign and also in partnership with publishers who provide space for advertisements in their publications.
- A suite of engaging information tools, such as the popular Myths and Facts booklet, which conveys the facts in a clear and simple way. These tools and resources can be personalised and co-branded by members for their own use.
- Conducting regular consumer research to measure and track preferences and attitudes towards our products.
- Engaging organisations found to be using unsubstantiated claims about paper's impact on the environment, known as 'Greenwashing'.

Two Sides Communications

There are 11 regional Two Sides websites in 6 languages. Each website features a wealth of resources such as industry news, blogs, videos, events, reports, research and much more.

Globally, the Two Sides websites are visited yearly by 160,000 industry professionals.

Two Sides regularly sends informative and inspiring e-newsletters to 92,000 subscribers as well as reaching hundreds of thousands of social media users.

Love Paper Communications

Globally there are 7 regional Love Paper websites in 5 languages. Each website communicates easy to understand, regionally relevant, facts on the sustainable qualities of the print, paper and paper-based packaging industries and their products.

Globally, the Love Paper websites are visited by over 120,000 consumers every year.

Love Paper also regularly sends informative and inspiring e-newsletters to over 60,000 subscribers as well as reaching millions of consumers through social media.



The Love Paper Campaign

The Love Paper campaign talks directly to consumers, educating them on the great environmental story of print, paper and paper-based packaging.

The campaign uses a series of adverts which appear nationally in printed newspapers and magazines, along with our social media adverts placed on Facebook, Instagram and X (Twitter). These messages reach millions of consumers every month with short, easy to understand, messages explaining the attractiveness and sustainability of print, paper and paper-based packaging.

The Love Paper campaign has been developed in response to in-depth research in Europe, which shows that consumers still show strong preferences for paper-based media and packaging, but still hold many misconceptions about paper's impact on the environment.



Adverts are available in multiple languages including English, French, German, Italian and other languages upon request.

The Love Paper Logo

The Love Paper logo is a registered trademark of Two Sides which organisations can use to promote their use of natural and sustainable materials. The logo can only be used on paper-based products which are sourced from sustainably managed forests, or made of recycled fibre, and are fully recyclable.

The Love Paper logo is a great way to complement and enrich existing sustainability pledges and environmental labels, such as forest certification schemes and recycling symbols. By aligning with Love Paper, the industry and its customers can tap into a huge-reaching print and digital campaign, to help educate and inform consumers of print and papers' sustainable attributes.

The Love Paper logo can be used in a number of ways to best suit your company, such as on your communications, marketing materials, envelopes, paper-based packaging or on your website. By connecting with our national adverts and social media campaign, we encourage consumers to find out more about the sustainability of print, paper and paper packaging by visiting the Love Paper website for the facts.

Members of Two Sides have full access to the Love Paper logo, along with the many tools and resources we create.



www.lovepaper.org

Anti-Greenwash Campaign

Two Sides actively engages organisations found to be making unsubstantiated environmental claims about the use of paper and paper packaging.

Since 2010, the Two Sides campaign has changed or removed misleading environmental claims of over 1,290 organisations, including many of the world's largest corporations.

Common inaccuracies about print and paper are still a major issue for the industry. These misconceptions are reinforced by financial organisations, utility companies and other service providers encouraging customers to switch to electronic bills and statements with misleading and sensational marketing statements such as "Go Green – Go Paperless" and "Choose e-billing and help save a tree". Misleading messages on paper packaging are also increasing with a focus on saving trees and reducing waste sent to landfill, despite the 83% recycling rate for paper packaging, the highest of any material in Europe. These messages are unsubstantiated, misleading and can have a lasting effect on consumer perceptions of paper.

What Is Greenwashing?

"Greenwashing is the practice of making an unsubstantiated or misleading claim about the environmental benefits of a product, service, technology or company practice."

If you see examples of greenwash, let us know: greenwash@twosides.info

"For all customer facing copy, it is important to avoid making any unsubstantiated claims regarding switching from paper to electronic formats."

Brendan McNamara, Head of NGO Engagement, HSBC

"There is a time and a place for both print and digital communications. Any future messaging will focus on the cost savings available with paperless billing."

Iain Wood, Head of Public Affairs, TalkTalk

Globally, more than 1,290 companies have so far removed or changed misleading anti-paper statements following engagement by Two Sides

Jan, 2025



Governance

Two Sides Limited is a not-for-profit company which manages the day to day operation of Two Sides in the UK and coordinates Two Sides activities globally.

Two Sides Limited protects the rights and usage of the Two Sides imagery and oversees the implementation and management of campaigns, in all markets, by issuing a licence to various groups who wish to run the Two Sides campaign.

Two Sides' activities in Europe are developed and delivered by the management team, guided by a Marketing Steering Group with facts approved by the Sustainability Steering Group. Strategic direction and Governance is provided by the Board of Two Sides and implementation is then by the Country Managers and their teams.

Two Sides European Board Directors



Andreas Boo
Audit Director and
Member Representative



Dr Rick Stunt
Audit Director and
Member Representative



Tim Bowler
Financial Director and
Company Secretary



Jonathan Tame
Managing Director,
Two Sides Europe



Martyn Eustace
Chairman

Two Sides Sustainability Steering Group

Members of the Sustainability Steering Group are individuals with a background, or roles, in environment or sustainability drawn from the European funding stakeholders of Two Sides.

The Sustainability Steering Group will be responsible for:

- Contributing to the development and refining of the European sustainability materials developed by the Two Sides management. Ensuring these are consistent with the sustainability messages of the European print and paper industries and appropriate to meet the Mission of the campaign, as defined in the Membership Charter
- Being an ambassador for Two Sides and assisting, where possible, to promote Two Sides in Europe

Two Sides Marketing Steering Group

Members of the Marketing Steering Group are marketing specialists drawn from the European funding stakeholders of Two Sides.

The Marketing Steering Group will be responsible for:

- Steering the annual marketing plans of Two Sides in Europe which will be developed, with input from the Marketing Steering Group, the Sustainability Steering Group and, if appropriate, other stakeholders
- Working with the management team to ensure that the European marketing and communication approach: target audiences, materials, formulation of messages and choice channels developed by the Two Sides management are appropriate to meet the Mission as defined in the Membership Charter

Note: A list of the participants in the Sustainability and Marketing Steering Groups are available on request. Members may request of the Secretariat they be considered to participate in the Sustainability or Marketing Steering Group if they have the relevant experience.

Member Principles

Members of Two Sides seek to minimise and reduce the environmental impact of their business activities so that they contribute to sustainable development.*

To become members of Two Sides, organisations must align with the following principles:

- Conduct businesses in an environmentally and socially responsible manner.
- Support and encourage forest certification schemes, as well as the practical use of recycled fibre in suitable products.
- Support the purchasing of raw materials from sustainably managed sources.
- Support the reduction of environmental footprints by eliminating or minimising negative environmental impacts.
- Support the implementation of effective recycling schemes and the minimisation of print, paper and paper packaging waste in landfill.
- Support the minimisation of waste, use of water and energy, thus improving the sustainability of business operations.

The following pages outline membership commitments and benefits. To register interest in membership with Two Sides please contact: **enquiries@twosides.info** or **+44 (0) 1327 262920**

Membership Fees and Termination

- Two Sides Membership runs for 12 months, renewing annually from the agreed joining date.
- Other Membership periods and renewal dates can be discussed with individual Members or groups of Members.
- Membership fees are normally calculated using a simple formula which varies from Country to Country.
- Invoices for Membership fees will be sent in advance of the agreed Membership Renewal date advising the fee for the coming Membership Period.
- The Membership fee will normally be paid within 30 days of the start of the Membership Period and secures Membership for 12 months.
- Any proposed Termination of Membership should be advised 6 months before the Renewal Date. This would allow for discussions and possible resolution to take place prior to the start of a new funding year.

Additional details are provided in the Q&A section on page 14 but contact should be made with the relevant Country Manager for more information.

*Two Sides bases its understanding of Sustainable Development on the World Commission on Environment and Development (the Brundtland Commission) definition:

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Membership and Benefits

To be eligible for Membership of Two Sides, the applicant must:

- Be actively involved for commercial reasons in the print, paper and paper-based packaging industries
- Commit to the prevailing Two Sides Principles
- Submit a complete and accurate application form to the Two Sides Secretariat*
- Pay an annual membership fee

Member Commitments

Members must commit to:

- Promote responsible business practices in the industry value chain
- Operate their business in accordance with the prevailing Two Sides Principles
- Be committed to continuous environmental improvement processes to achieve increased performance and higher standards
- Comply with the Anti-Trust Compliance Rules adopted by Two Sides in its dealings with Two Sides and other members
- Comply with the rules laid down by Two Sides as to the use of its logo and intellectual property

Member Role

Members undertake to disseminating information about Two Sides and its activities throughout their various organisations. This activity will include educating their staff as to the environmental challenges that are faced by the industry and communicating the messages and processes of Two Sides.

Member Benefits

The benefits below may apply to the various stages of the value chain to varying degrees:

- Access to the Two Sides and Love Paper tools and resources.
- A unique initiative, 'from tree to page', promoting the sustainability of the Print, Paper and Paper Board. Establishing, through Two Sides, a credibility for sustainability messages that could not be achieved through single organisations.
- A valuable forum for discussion and interaction with industry peers.
- A communications and engagement platform, supporting you in communicating with media, your own stakeholders, NGOs and any other organisation.
- Access to information on emerging sustainability issues and opportunities and challenges the industry is facing.
- Use of the Two Sides logo and intellectual property offering a means to demonstrate:
 - *your business's proactive approach to responsible business practices.*
 - *your business's commitment to implementing the Two Sides standards in a robust and credible manner.*
 - *a means to provide confidence to your customers and supply chain in respect of your sustainability practices.*

*** Please note:** All financial information provided by applicants to Two Sides Secretariat will be treated as confidential and will be used for the sole purpose of assessing relevant membership fees. The Two Sides Secretariat will not disclose or release this or any other confidential information to any third party (including other Members) unless such information is required to be disclosed by a court, mandatory provision of law, governmental or other authority or regulatory body.

Representative Body Membership

To be eligible for Representative Body Membership of Two Sides, the applicant must:

- Be a Representative Body which is actively involved in the print, paper and paper packaging industries
- Commit to the prevailing Two Sides Principles
- Submit a complete and accurate application form to the Two Sides Secretariat

Representative Body Commitments

On becoming a Representative Body Member, you are committing to:

- Promote Two Sides membership amongst industry participants
- Promote compliance with the Principles of Two Sides within your own organisation and membership (in the case of a trade association)
- Educate your organisation and members about the issues and risks within the industry and about how they may apply the Two Sides Principles within their activities
- Assist Two Sides in consulting widely throughout the industry
- Comply with the Anti-Trust Compliance Rules adopted by Two Sides
- Comply with the rules laid down by Two Sides as to the use of its logo and intellectual property

Representative Body Role

Representative Body Members play an important role of outreach and disseminating information about Two Sides and its activities to their respective memberships.

Outreach activity will include educating their organisation and members as to the environmental challenges that are faced by the industry and communicating the messages and processes of Two Sides.

Representative Body Member Benefits

- Access to materials to use in educational activities.
- Ability to demonstrate leadership in consumer confidence issues to your organisation and membership.
- A means to enhance your reputation in relation to sustainability issues and to support the interests and reputation of your own organisation and membership.
- Access to information on emerging sustainability issues and opportunities and challenges the industry is facing.
- A vehicle for developing practical solutions in consultation with industry, civil society and government.
- A communications and engagement platform, supporting you in communicating with media, your own stakeholders, NGOs and any other organisation.
- Use of the Two Sides logo and intellectual property offering a means to demonstrate:
 - *your business's proactive approach to responsible business practices.*
 - *your business's commitment to implementing the Two Sides standards in a robust and credible manner.*
 - *a means to provide confidence to your customers and supply chain in respect of your sustainability practices.*

*** Please note:** Individual members of Representative Bodies do not join Two Sides by Proxy through membership of their Representative Body. Membership of a Representative Body which is a Member of Two Sides will not confer the right to use the Two Sides logo. In some circumstances, and at the discretion of the Two Sides board, a Representative Body may not be required to pay a membership fee.

Resources For Members

Members of Two Sides can personalise all Two Sides materials. By adding your company's logo, these co-branded materials can be a valuable tool to share with customers, staff and stakeholders.

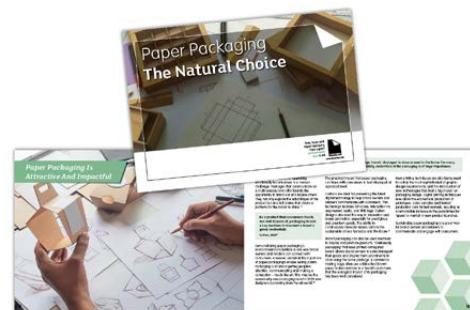
Myths & Facts Booklet

The Myths and Facts booklet is one of the key resources of the Two Sides campaign. The booklet addresses popular misconceptions about print and paper and dispels those myths with verifiable facts.



Paper Packaging Facts Booklet

Paper-based packaging is a key focus of Two Sides and we have produced information and resources for the industry. This includes a booklet exploring eight reasons why paper packaging is the natural choice for brands, retailers and consumers.



Videos & Factographics

Two Sides have a series of 20 social media friendly mini-videos and 20+ factographics. These cover a range of topics, from sustainability to consumer preferences, and can be used in your own social media communications.



Fact Sheets

Two Sides has published a series of fact sheets to address a wide array of environmental and social issues. These comprehensive fact sheets cover the most common areas of misunderstanding, ranging from forestry to the real environmental impact of electronic communication.



Note: Our resources are available in multiple languages including; English, French, German, Italian, Swedish, Norwegian and Portuguese. Other language versions may be developed by request.

Questions & Answers

What makes this initiative different from others?

Two Sides draws its membership from all sectors of the print, paper and paper packaging industries.

Two Sides will actively promote the sustainability of the industry setting out the facts and ensuring that erroneous and misleading environmental statements are refuted; providing in return accurate and verifiable information which reflects the activity of the industry in developing sustainable practices.

Two Sides members also believe in and subscribe to a set of Principles which demonstrate their environmental commitment.

How will Two Sides ensure the transparency of its activities?

Two Sides releases regular newsletters to members and interested parties.

Two Sides accounts and membership charter are publicly available.

Does Two Sides engage in any lobbying activity?

No, Two Sides is a fact gathering and communication organisation. If invited, Two Sides may support the campaigns of member organisations but does not initiate lobbying or legislative matters.

How does Two Sides fit with existing industry standards and initiatives?

Two Sides performs a different but complimentary role to industry standard and initiatives.

Two Sides aims to communicate the steps that the print, paper and paper packaging industries are taking to reduce its environmental impact. Two Sides is not an accreditation scheme and it is recognised that accreditation and certification schemes perform a vital role in providing assurance to purchasers of print, paper and paper-based packaging that particular materials, processes, or companies meet specific standards.

Two Sides Principles and member commitments give confidence to print, paper and paper packaging users and all stakeholders that members are striving to act in a sustainable manner in all areas of their operations.

How is Two Sides organised?

The sustainability messages and activities of Two Sides in Europe are formulated, and subject to approval, by the Sustainability Steering Group, drawn from leading membership organisations spanning the whole print, paper and paper packaging industries. Any Member can apply to join the Sustainability Group by writing to the Board of Two Sides Limited. The group will be restricted to a manageable number.

The Sustainability Steering Group meets twice yearly and, in-between, is consulted about all sustainability initiatives; providing expert opinion and advice.

The Country Managers discuss and recommend ways to deliver the Two Sides messages in various countries.

The responsibility for running the European campaign rests with the Two Sides management team, guided by the Marketing Steering Group and following the strategy determined by the Two Sides Board and formulated by the Sustainability Group.

Good Governance of Two Sides in Europe is provided by specific Audit Directors appointed by the Two Sides Board and approved by the members.

Is Two Sides legally constituted?

Two Sides operates as an Industry Association and will take all necessary steps to ensure that its activities comply with all applicable competition rules.

Two Sides has adopted an Anti-Trust Compliance Policy which seeks to ensure that all its members are aware of competition law obligations and at all times act in accordance with all applicable competition rules.

Questions & Answers

How much does it cost to become a Member?

Membership fees are agreed and structured in every European Country by the local teams.

Two Sides recognises that applicants may have wider commercial interests which are outside of the print, paper and paper packaging industries. In these circumstances, applicants will be asked to declare their turnover arising from print, paper and paper packaging activities and Two Sides will advise a Membership Fee on relevant turnover according a formula which can be provided upon application.

In the case of large multinational organisations, fees are decided by discussion with the Two Sides Managing Director and Two Sides Board.

Who can become a Member?

Any organisation involved in the print, paper and paper packaging industries who adopts and practices the prevailing Two Sides Principles, may request to become a Two Sides Member.

The eligibility and suitability of the applicant will be determined by the Country Manager of Two Sides. If membership is refused the applicant may appeal to the Board of Two Sides. Any decision, regarding an applicant's membership of Two Sides, will be at the Board's sole discretion.

How is the Membership Fee calculated?

A key principle of Two Sides is to be inclusive, encouraging organisations of all sizes to contribute to the overall aim of promoting responsible environmental practices throughout the print, paper and paper packaging supply chain.

To achieve this, annual membership fees for organisations trading for commercial reasons in print, paper and paper packaging are usually calculated as a percentage of their annual relevant turnover.

Relevant turnover is defined as the total turnover derived from those parts of the business entity that are directly involved in the print, paper and paper packaging industries.

A minimum Fee exists in many Two Sides Countries.

However, recognising that Member organisations, particularly large Corporates, will have diverse products and activities that span multiple product sectors, individual fees will be agreed by discussion with Two Sides management.

For details of membership and the applicable fee structure, please contact the relevant Country Manager. See contact details on back cover.

What happens if there is a Membership dispute?

In the event of any dispute which cannot settled by discussion between Two Sides and any Member, the matter should, in the first instance, be referred in writing to the Two Sides Managing Director who will address such disputes.

If this does not resolve the matter amicably for both parties, then the matter will be presented to the Board of Directors.

The Two Sides Board is ultimately responsible for all decisions for resolving disputes.

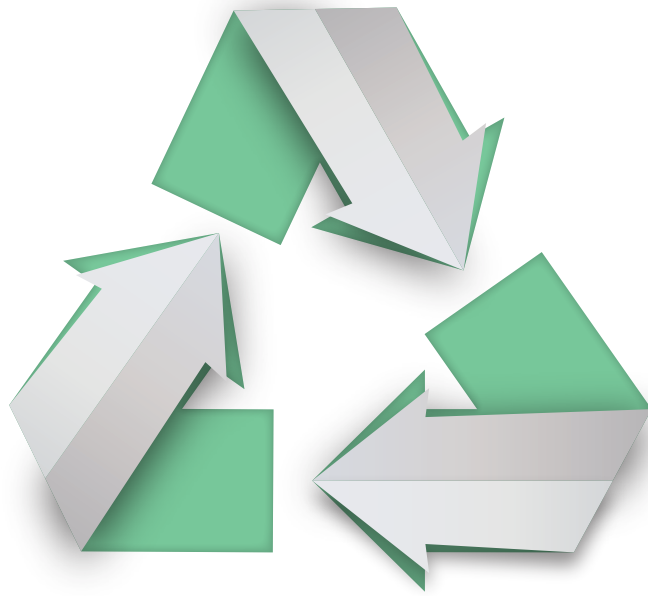
What if the Charter is revised?

The Membership Charter is reviewed annually.

Member suggestions, or recommended revisions to the Charter, should be forwarded directly to the Managing Director or via the local Country Manager.

All suggestions for amendments will be referred to the Board of Directors for final decision and amendment to the Charter.

Members will be notified of all changes.



PAPER REVOLUTION

79% of paper and 83% of paper-based packaging is recycled
into new products; one of the highest recycling rates
of any material in Europe!

Sources: CEPI Key Statistics, 2023 and Eurostat, 2022.
Europe: EU27 + Norway, Switzerland and the UK.

Contact Two Sides

Two Sides Europe



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