

COMMUNICATING THE SUSTAINABLE STORY OF OUR INDUSTRY AND PAPER PRODUCTS



Love Paper® is a global campaign to explain the sustainable and attractive attributes of print, paper and paper-based packaging.

Run by not-for-profit organisation, Two Sides, the campaign seeks to tell consumers across the world the positive messages about print, paper and paper-based packaging, from its environmental credentials to its ability to help with learning, enhance creativity and improve mental wellbeing. Paper is renewable, recyclable and the natural champion of new ideas and creativity.

Love Paper presents the sustainable facts in a simple and consumer friendly way. Our key sustainability messages explain the high recycling rates of 71% for paper and 82% for paper packaging, the highest of any material in the world, and the fact that European forests are growing in size by the equivalent of 1,500 football pitches every day.

How Should The Industry Support Love Paper?

By using the Love Paper logo and encouraging your customers to use it too!

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.

www.lovepaper.org



How To Use The Love Paper Logo

The Love Paper logo, a registered trademark of Two Sides, demonstrates that an organisation uses 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.

Members of Two Sides have full access to the Love Paper logo, along with the many tools and resources we create. Find out more about becoming a member at: twosides.info/become-a-member

Join us in promoting the sustainability of print, paper and paper-based packaging!



 www.lovepaper.org

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To find out more interesting facts, scan here!

