

# Press Release

**CONTACT:** Phil Riebel, President  
Two Sides North America, Inc.  
T: 1-855-896-7433 (toll-free)  
E: [pnr@twosidesna.org](mailto:pnr@twosidesna.org)

## **Two Sides and the Canadian Printing Industries Association Sign Partnership Agreement to Promote the Sustainability of Print and Paper in Canada**

*Two Sides expands its efforts into Canada with the support of major players in the graphic communications industry*

CHICAGO (July 15, 2014) - Today, Two Sides North America, Inc. announced that it has signed an agreement with the Canadian Printing Industries Association (CPIA) who has joined Two Sides as an Allied Organization to promote the responsible production, use and sustainability of print and paper products in the Canadian market.

"The Canadian Printing Industries Association is proud to partner with Two Sides North America to enhance the value of print in the Canadian marketplace by providing access to expertise on why print and paper is an attractive, practical and sustainable communications medium," stated Sandy Stephens, Chairman of the Canadian Printing Industries Association. "This partnership is one of the many benefits recently introduced by the association to provide value to our members."

"This agreement with CPIA is a great endorsement from the Canadian print industry and is the start of many developments needed to tell the great environmental story of print and paper in Canada, especially given Canada's outstanding record in sustainable forestry and environmental performance," says Phil Riebel, President, Two Sides North America.

Other Two Sides member companies with a major Canadian presence include Canon, Cascades, Domtar, Envelope Manufacturers Association, Kodak, Port Hawkesbury Paper, Ricoh, Tembec and Unisource.

As part of its anti-greenwash campaign, Two Sides has already been working with major Canadian banks regarding misleading anti-paper claims used to promote electronic services and statements.

Print and Paper  
have a great  
environmental  
story to tell



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“Over the past two years we have been pleased with our discussions. Major corporations are listening to the concerns of our members and they have made changes to their marketing messages so that the inherent sustainable features of print and paper are considered. Overall, we are seeing less go *green-go paperless* or *save a tree* claims, and more people understanding the real facts behind print and paper – that it is based on a renewable resource, is highly recyclable, uses mostly renewable energy to produce, and stores carbon for its useful life, among other benefits,” says Riebel.

As a result of Two Sides’ campaign, over 25 leading Fortune 500 companies have removed or changed unsubstantiated claims that electronic communications are more environmentally friendly than print and paper.

### **About CPIA**

Formed over 75 years ago by pro-active industry leaders, the CPIA is a national association dedicated to the advancement of the prepress, press and bindery industries in Canada. It promotes the interests of all its members across Canada through strong regional affiliations and industry collaborations and partnerships. It also provides national government representation, advocacy and networking opportunities. For more information about CPIA, please contact Brian Ellis at 1-800-267-7280 or visit the CPIA website at [www.cpia-aci.ca](http://www.cpia-aci.ca).

### **About Two Sides**

Two Sides is an independent, non-profit organization created to promote the responsible production, use and sustainability of print and paper. Two Sides is active globally in North America, Europe, Australia, South Africa and Brazil. Our members span the entire print and paper value chain, including forestry, pulp, paper, inks and chemicals, pre-press, press, finishing, publishing, printing, envelopes and postal operators. For more information about Two Sides North America, please contact Phil Riebel at 1-855-896-7433 or [pnr@twosidesna.org](mailto:pnr@twosidesna.org), or visit the Two Sides website at [www.twosidesna.org](http://www.twosidesna.org).

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