TELLING THE SUSTAINABLE STORY OF YOUR PRINTED COMMUNICATIONS AND PAPER PACKAGING

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 paper, print and paper packaging, from its environmental credentials to its ability to improve mental wellbeing, help with learning and enhance creativity. Paper is renewable, recyclable and the natural support of new ideas and creativity.

Love Paper presents the sustainable facts around print, paper, and paper packaging in a simple and consumer friendly way. Through national newspaper and magazine advertising (space donated to us), social media and supported by a website, we reach more than 20 million consumers every month in the UK. Our key sustainability messages explain the high recycling rates of 74% for paper and 83% 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.

By using the Love Paper logo on paper-based marketing and paper packaging, you are informing your customers that your brand is environmentally aware, making sustainable choices backed up with facts and statistics. 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**

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

Your Commitment

To qualify for using the Love Paper® logo:

- The logo will appear only on paper products manufactured from virgin or recycled cellulose fibre. For example; printed marketing materials, envelopes, paper bags, paper food packaging, cardboard packaging.
- The logo will be used only on paper products that are third-party certified by a recognized certification organization such as the Forest Stewardship Council (FSC), Programme for the Endorsement of Forest Certification (PEFC) or Sustainable Forestry Initiative (SFI), or sourced in alignment with sustainable sourcing programs such as the SFI Fiber Sourcing Standard or the FSC Controlled Wood Standard.
- Any product using the logo must also meet the requirements for legal wood fibre under the European Timber Regulations, the U.S. Lacey Act or Canadian Forest Governance laws.
- The product can be readily recycled in the municipal waste stream without additional separation or treatment. This is essential if the product or packaging contains other non-paper materials.

To register and receive the Love paper logo please go to **www.lovepaper.org/logo**