The Page_

Exploring the effectiveness and sustainability of print media in the UK
Spring 2025

Love Paper Week
Discover the new annual initiative to promote the sustainability of paper
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Power of Print
Facts and insights from the 2024 Two Sides conference
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Slice of the action
Discover the science behind getting a paper cut

THE YEAR AHEAD
OUR EXPERTS PREDICT WHAT'S UPSTREAM FOR PAPER, PRINT AND PACKAGING



THE ISSUE IN NUMBERS

87%

The percentage of print marketing mail that's recycled | **03**

3-7 February

The dates for the first ever Love Paper Week in 2025 | **04**

4,901

The number of companies researched by Two Sides' Anti-Greenwash campaign | **05**

640,000

The number of jobs supported by the European print industry | **05**

10,000+

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£9

The ROI of door drops according to the latest JICMAIL data | **09**

£13.7bn

The expected 2025 turnover for the UK print industry | **p10**

"For digitally overwhelmed audiences, print is a powerful 'attention gateway'" 08

FIND OUT MORE

Two Sides is a not-for-profit global initiative promoting the unique sustainable and attractive attributes of print, paper and paper packaging. Two Sides members span the entire print, paper and packaging value chain, including forestry, pulp, paper, packaging, inks and chemicals, finishing, publishing, printing, envelopes and postal operators.

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THE PAGE

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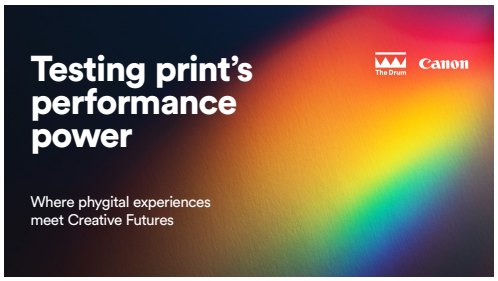
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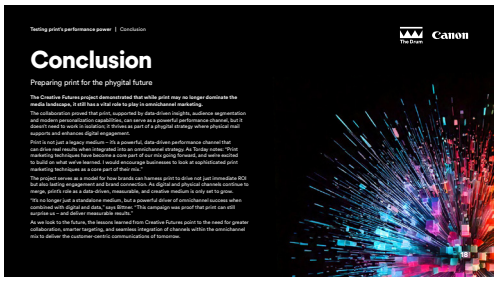
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www.twosides.info www.lovepaper.org

Two Sides would like to give a warm welcome to these new members...

Czech Publishers Association
Formara Print & Marketing
Inkfish Solutions
McAllister Litho Glasgow





THE PHYGITAL REVOLUTION

A NEW REPORT by Canon and marketing magazine *The Drum* has investigated the role of print in the modern digital-first world and concluded that print has evolved from a static medium to a dynamic driver of 'phygital' marketing success.

According to the report, the fusion of physical and digital ('phygital') is transforming how brands engage with audiences, with print having a pivotal role in creating seamless omnichannel experiences.

"In an era where digital ads dominate our screens, it's easy to overlook the lasting power of print," states the report, "which is evolving into a key player within this new phygital ecosystem by bridging the tangible and the virtual, integrating the best of both worlds and speaking to audiences in ways that they are not expecting,"

To discover print's place in modern marketing, Canon collaborated with experts in data, creativity and print production to create a campaign to boost customer acquisition for a UK business, Bower Collective. The success of the campaign revealed that print can cut through digital noise to deliver hyper-targeted, highly personalised messages that resonate deeply.

"Print can now be triggered by CRM systems just like any other channel," said Cathy Bittner, Senior Strategic Business Development Manager at Canon Europe. "You can measure it, personalise it and use it in real-time alongside digital touchpoints, making it the perfect complement to a wider omnichannel strategy."

—

To download the Canon report, go to bit.ly/Canon-Print-Report



6% OF TARGETED MAILSHOTS PROMPTED A PURCHASE IN Q3 2023

Recycling rate increase for mail

JICMAIL has just released its Q3 2024 results for the effectiveness of mail, which not only show an increase in volumes of direct mail and door drops, but also an increase in recycling for print marketing. The latest results show that 87% of mail discarded within a 28-day period is recycled, marking a 14-percentage-point increase on Q3 2023.

The JICMAIL results also show that 6% of mail (direct mail, business mail, partially addressed mail and door drops) prompted a purchase in Q3 2023, up from 5% a year ago. The effectiveness agency also revealed that half of these purchases were made online while just over a third were made in-store.

"JICMAIL has been reporting on mail's ability to drive digital traffic from day one," said Ian Gibbs, Director of Data Leadership and Learning at JICMAIL. "However, for the first time, we can reveal that mail also drives online purchases. Mail should be part of a fully integrated customer journey, with its impact on product discovery, customer experience and purchase fulfilment clear to see across all channels."

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To find out more, go to bit.ly/JICMAIL-Q3-2004-Results

SPONSORED BY HEALEYS denmaur A CARBON BALANCED COMPANY Royal Mail

LOVE PAPER WEEK

Discover the exciting new initiative that aims to spread the word about the advantages of paper

TWO SIDES IS EXCITED to announce the launch of Love Paper Week – a brand new opportunity for the print, paper and packaging industries to promote the sustainable benefits of paper to consumers and businesses.

Running from 3-7 February 2025, the initiative aims to deliver the facts about paper to thousands of people through social media, online content and print stories, educating and informing them about its high levels of sustainability and effectiveness.

"We encourage all printers, paper merchants, packaging manufacturers and those who operate within the sector to support Love Paper Week," says Josh Birch, Campaign Manager for Two Sides UK. "They can do this by using the materials available to inform their clients, customers and consumers about why paper is such a sustainable, effective and attractive medium."

WE NEED YOU

Love Paper Week is a celebration of paper, a focus for the industry to really get behind this remarkable medium. Despite being renewable, recyclable and the medium of choice for innovators and creatives, there are many misconceptions relating to paper, print and paper packaging.

According to the 2023 Two Sides Trend Tracker Survey, 37% of European consumers believe that paper and paper packaging are bad for the environment, with only 18% understanding that the paper recycling rate exceeds 60%. In fact, the rate is 79%, the highest of any material in Europe (Cepi, 2023).

"The goal is to develop Love Paper Week to be an annual event," says Birch. "We want to mobilise everyone in the world of paper, from direct mail to corrugated card, to celebrate Love Paper Week."



How to support Love Paper Week

If you want to help the launch of Love Paper Week, we have a series of resources available to use on your personal and company social media platforms and other communications.

These include:
- Social media messages, graphics and videos
- Email footers
- Virtual backgrounds
- Love Paper Week branding

—

To find out more about Love Paper Week, go to lovepaper.org/lovepaperweek



"We want to mobilise everyone in the world of paper, from direct mail to corrugated card"

LOVE PAPER WEEK
3rd - 7th Feb 2025
lovepaper.info/lovepaperweek

ANTI-GREENWASH CAMPAIGN GATHERS STRENGTH

THE TWO SIDES CAMPAIGN to remove greenwash claims by businesses in their customer communications is reaching new heights, with over 2,800 companies challenged around the world. That engagement has resulted in more than 1,260 organisations removing or changing misleading anti-paper statements.

Defined as 'behaviour or activities that make people believe that a company is doing more to protect the environment than it really is', greenwashing is often used by companies to try and move their customers from traditional paper-based services to digital platforms in order to cut costs. This transition is often accompanied by misleading and unsubstantiated environmental marketing claims such as 'Go Green – Go Paperless' or 'Choose e-billing and help save a tree'.

"These greenwash claims not only breach established environmental marketing regulations but also harm an industry with a well-established and continually improving environmental track record," says Jonathan Tame, Managing Director of Two Sides Europe. "Far from 'saving trees', a healthy market for forest products such as paper encourages the long-term growth of forests through sustainable forest management. Many of the organisations we challenge are surprised to learn that European forests have actually expanded at the equivalent of 1,500 football pitches every day."

"It remains vital that these misleading messages are challenged"

A LOSS OF VALUE

Of the 1,266 organisations that have removed or changed misleading anti-paper statements in their communications, 811 were in Europe. These include South West Water, New Look, BMW Financial Services and Deutsche Bank.

Because of the misconceptions that these messages generate, greenwashing damages the print sector, an industry that supports over 640,000 jobs across more than 112,000 European businesses.

Research conducted by Two Sides and Censuswide in 2021, found that greenwashing threatens the loss of €337m of value to the European mailing and postal sector every year.

"It remains vital that these misleading messages are challenged to ensure that the industry's great environmental record is acknowledged," says Tame, "and to protect the livelihoods of thousands of people who work in the forest, paper, packaging and print sectors from the impact of opportunistic and deceptive greenwash marketing."

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If you see any instances of greenwashing, please report them to greenwash@twosides.info

Anti-Greenwash facts and figures

640,000
The number of people employed in the European print and paper sector

112,000
The number of businesses in the European print and paper sector

€337m
The potential value of the European print and paper sector threatened by greenwash



TWO SIDES IN 2025 FIND OUT WHAT WE'RE UP TO OVER THE NEXT 12 MONTHS

FOR TWO SIDES, 2024 was a fantastic year, with global membership expanding to more than 600 companies, organisations and brands in 16 countries around the world. We have a network of dedicated country managers working hard to educate and inform consumers and businesses about the sustainable benefits of paper, print and paper-based packaging.

Among the success stories is the Anti-Greenwash campaign, which has now challenged over 2,800 companies and organisations about misleading statements they have published about the environmental impacts of print. Of those, more than 1,260 have removed or changed those anti-paper statements.

Then there's the Love Paper campaign, which manages to reach over 230 million European consumers every year through adverts placed in magazines, newspapers and online platforms. Designed to improve the public's perception of paper and paper-based packaging, Love Paper also uses a range of online resources, activities and exclusive competitions to boost that engagement and increase people's knowledge of the print and packaging industries.

FACTS AND INSIGHT

Alongside these two campaigns, Two Sides continues to build its range of resources for the print industry, including the hugely popular Myths & Facts booklet, which explains in clear detail the many misconceptions about paper and its effect on the environment, and the Paper Packaging booklet, which delivers the latest facts and research about the sustainability of paper and cardboard packaging.

Two Sides also has a series of fact sheets that cover the most common areas of misunderstanding, from the environmental impact of electronic communication to the vital role that paper plays in literacy and learning.

TREND TRACKER 2025

This year, Two Sides has a number of exciting projects in the pipeline, in particular the new Trend Tracker report. Carried out every two years, the Two Sides Trend Tracker report is one of the print industry's largest surveys into consumer preferences and perceptions of print, paper and paper packaging.

This study questions over 10,000 consumers in 16 countries across the world, from Argentina, Brazil and North America to Australia, New Zealand and Europe, to provide an assessment of the current use of print and people's attitudes towards it.

In 2023, the report provided some fascinating insights into people's opinions on print, with an increase in preference for reading not only print newspapers and magazines, but also catalogues, bills and statements, and books. It also showed that people thought children and students learn more from reading print materials than online, and they gain a better understanding of a news story when reading in print.

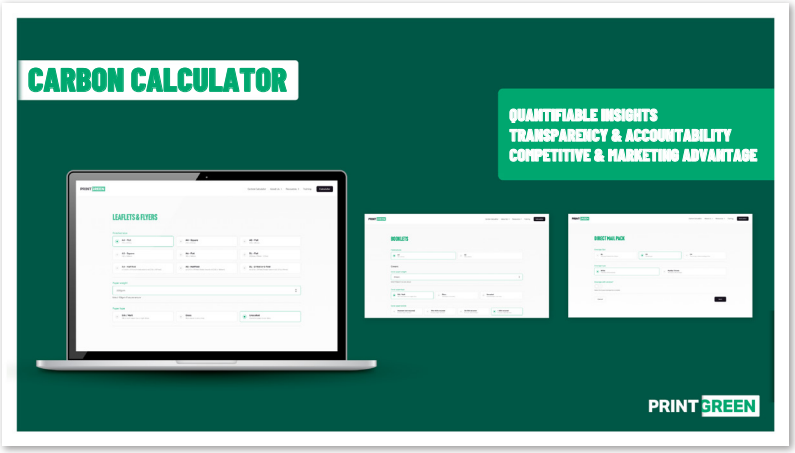
"The Trend Tracker survey reveals a number of fascinating facts about print and the many advantages it has for the consumer," says Jonathan Tame, Managing Director of Two Sides. "Whether it's print media, paper-based packaging or the environment, there will be a lot to learn when the results are published."

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The 2025 Two Sides Trend Tracker survey will be published in May.

INTRODUCING PRINTGREEN





A NEW INITIATIVE is being launched in the UK that aims to demonstrate the sustainability of print to brands, agencies and media planners, as well as the many other people in advertising, marketing and publishing who have an influence on choice of media channel.

PrintGreen is a collaboration between Two Sides, the BPIF, DMA, IPIA, MarketReach and the Strategic Mailing Partnership. Underpinned by the facts about paper from Two Sides, the initiative will provide a free industry carbon calculator for organisations to assess the headline carbon impacts of a wide range of printed formats.

"The initiative will focus on the carbon impacts of print media," explains Jonathan Tame, Managing Director of Two Sides. "It's not a comparison of printers or papers. It will give a headline view of the carbon impact of a printed item, as well as plenty of facts and figures about the sustainability of paper and the advantages of using it as part of a multi-channel campaign."



"The initiative will focus on the carbon impacts of print media"
Jonathan Tame

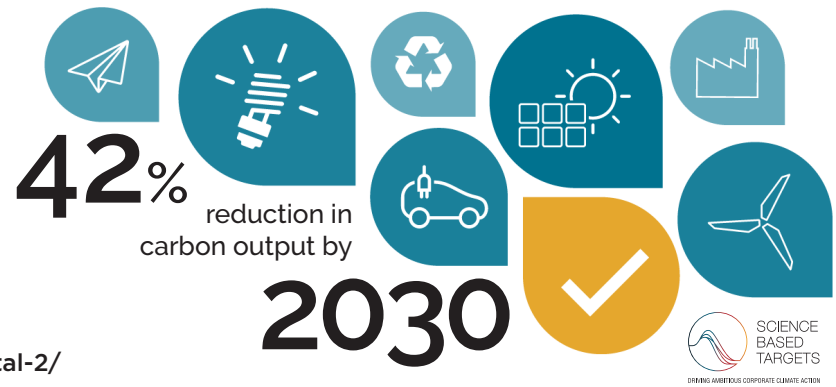
INFORMED DECISIONS

Many of the facts that underpin the need for PrintGreen come from Two Sides research into misinformation, greenwashing and a lack of understanding about the environmental impact of print. Such misleading information threatens the loss of £22.4m of value to the UK's print, paper and mailing industry (€337m for Europe).

With a mission to "Leverage the collective power of our sector to change perceptions about sustainability and better inform brands and agencies about the impact of print," PrintGreen aims to empower those brands and agencies to make informed decisions about the environmental impact of print.

"Defining the sustainability of print will provide brands, agencies, printers and the wider industry with advice and choice on managing and reducing the impact of their physical communications," said Justin Cairns, Head of Offline Production at Ogilvy UK.

HEALEYS PRINTERS
https://healeys-printers.co.uk/environmental-2/



2025 COMES ALIVE! AS WE ENTE A PANEL OF INDUSTRY EXPERTS HAS IN STORE FOR THE PRINT AN



PHIL RICKETS
COMMERCIAL DIRECTOR, MARKETREACH

2025 is set to be a pivotal year for innovation in print and direct mail, with sustainability and impact taking centre stage. There are four key highlights:

The launch of PrintGreen will bridge the gap between industry data and brand decision-making, establishing print as a genuine circular medium. At Marketreach, we empower advertisers to make sustainable choices, and PrintGreen will make real waves.

The JICMAIL-Origin partnership will further cement mail's position as a measurable, impactful marketing channel. By bringing mail metrics into Origin's cross-media platform, advertisers will gain clearer insights into how mail drives multi-channel success. Early results in 2025 could strengthen its place as the third-largest advertising medium in the UK.

There are other reforms in 2025, such as the new Smart Data Bill, which will make direct mail more attractive as a medium, addressing the historical barriers created when GDPR was introduced. This is especially useful, with marketers having to become increasingly creative to reach audiences within budgets.

And let's not overlook the massive potential for mail within retail media. With personalised dynamic creative landing directly on doorsteps, 2025 could be the year mail reclaims its title as the original retail media channel.



"It's time for the print industry to re-assert its credentials in the effectiveness debate in 2025"

RACHEL ALDIGHIERI
MANAGING DIRECTOR, DATA & MARKETING ASSOCIATION

2025 is going to be the year when marketers have to get to grips with the crisis in performance marketing effectiveness and ask themselves whether increased CPAs and declining response rates are just about the



MATHEW FAULKNER
DIRECTOR, MARKETING AND INNOVATION, WIDE FORMAT PRINTING GROUP CANON EMEA

We recently spoke to four prominent futurists from outside the print community for our 2025 Canon Insight Report to hear their ideas about broad trends that are shaping the future of print. Several elements cut across all conversations. Notably, consumer behaviours are changing in that old brand allegiances are eroded by new ways of browsing and buying, and younger generations are choosing brands based on shared values as an extension of their identity.

This challenges classic marketing practices and forces marketers to think about more nuanced and individualised ways of reaching target audiences, creating value from the customer data they hold.

This plays to the unique advantages of intelligently personalised print, whether that's targeted direct mail or

ER THE NEW YEAR, WE ASK
S WHAT THE NEXT 12 MONTHS
ND PACKAGING SECTORS

economic climate or whether they could be doing anything better on the home front.

Improved creativity, applied measurement best practice, and testing and learning with marketing spend are all areas that will optimise performance and help marketers defend and grow their budgets.

So what does this mean for print? JICMAIL data tells us that while performance marketing effectiveness might be in decline, effectiveness in the mail channel is holding up well, with ROI ranging from £2.60 to £9 depending on the channel (direct mail or door drop) and who you are targeting (new or existing customers).

Combined with the DMA's Value of Creativity report telling us through an analysis of 1,500-plus campaigns that tactile channels drive more response effects than any other channel, it's very much time for the print industry to re-assert its credentials in the effectiveness debate in 2025.

a piece of primary packaging. Print is a highly effective medium for achieving impact, tapping into consumer emotions and building long-term loyalty and brand advocacy.

More food for thought came from the observation that our world has become increasingly virtual, with exponential levels of growth in the amount of time we spend on digital platforms.

This causes us to seek out and interact more intensely with physical experiences, whether that's in a retail environment or unboxing a product. For the digitally overwhelmed, this makes print a powerful 'attention gateway' – more so if the piece of print is special or boosts the recipient's sense of their own worth.

In 2025, the key opportunity for print businesses will come from thinking creatively about buyers' commercial challenges, then channelling digital production capabilities to offer solutions that blend insight and imagination to control audience attention.



ELENI DESPOTOU
DIRECTOR GENERAL, FEFCO

As we begin the first few weeks of 2025, the last 12 months have been rich in activity to cope with the challenges of EU legislation, but also by geopolitical and economic challenges. The month of December was marked by the long-awaited adoption of the Packaging and Packaging Waste Regulation (PPWR). This determines how all packaging industry actors will operate in the future, and brings challenges as well as opportunities.

While the sustainable, renewable and recyclable character of corrugated packaging has been recognised, challenges may be posed during the second phase of legislation, notably in design for recycling, harmonised labelling, empty space ratio and the minimisation of packaging.

The EU Deforestation Regulation (EUDR) could also create issues for the paper and board value chain. The regulation aims to ensure that key products traded and consumed in the EU and globally don't contribute to deforestation and forest degradation.

Corrugated cardboard packaging will continue to play a vital role in Europe's logistics network, facilitating the safe and efficient transport of goods across key sectors. It's a perfectly 'circular by nature' product, with an impressive 88% recycled content rate, and the most recycled fibre-based packaging material in the EU. It also supports the circular economy by preserving valuable resources and fostering a thriving secondary raw materials market.



BEATRICE KLOSE
SECRETARY GENERAL, INTERGRAF

For the graphic industry, 2025 will be influenced by emerging regulations, AI and evolving market demands. The delayed implementation of the EU Deforestation Regulation provides valuable time for companies in the forest-based value chain to adapt their procedures. Intergraf will support this transition with the publication of a guidance document in early 2025.

Simultaneously, the Packaging and Packaging Waste Regulation (PPWR) will reshape how products are packed, requiring packaging printers to adopt greater flexibility to meet the needs of brand owners, e-commerce and other businesses in this sector.

As digital-first approaches gain momentum, Intergraf remains steadfast in defending the role of print – in particular, advocating for the preservation of printed medical leaflets during the review of EU pharmaceutical legislation.

Technology will also continue to transform the industry, with AI expected to play a growing role in automation, forecasting and enhancing efficiency within print companies across Europe.

At Intergraf, we will continue to raise the profile of print by communicating the medium's advantages and promoting the sector to younger generations. Together, we aim to ensure that print remains an innovative and sustainable industry.

FIND OUT WHO SAID WHAT AT THE TWO SIDES' ANNUAL CONFERENCE AND WHY PRINT CONTINUES TO BE A STRONG FORCE IN MARKETING

POWER OF PRINT 2024



ON 5 NOVEMBER 2024, over 150 professionals from the global print, paper and packaging industries gathered at the historic Stationers' Hall near St. Paul's Cathedral in London for a day of fascinating insight from industry experts, brand owners, environmentalists and creative gurus.

That insight ranged from visions of the future to present-day projects, all instilled with a love of print and secure knowledge of its valuable place in the marketing toolbox.

FUTURE FOCUS

Charles Jarrold, Chief Executive Officer of BPIF, delivered the first presentation of the day, giving the latest facts and figures about the print industry and what to expect for 2025. The headline was that total UK turnover is expected to rise to £13.7bn from £13.3bn in 2023. While there's been a steady decline in advertising, packaging has risen, leading to a strong improvement in confidence during Q3 2024.

"The industry is positioned for considerable change as it shifts from high-volume traditional printing to versatile, sustainable and digitally integrated solutions," said Jarrold.

The future was also on the mind of Mathew Faulkner, Director, Marketing and Innovation, Wide Format Printing Group at Canon Europe. Faulkner provided a series of insights into a report Canon are publishing in 2025, which poses key questions about consumerism to a hand-picked panel of futurologists.

The report identifies a number of trends we're likely to see over the coming years. Those trends include 'Identity and status', which shows younger consumers being more flexible about their loyalty to brands, and 'The shift to virtuality', which involves people becoming increasingly disconnected from the physical world.

What this means for print and its role in marketing is a shifting of focus to the point of sale, which, according to the Canon report, is "print's most valuable asset", with success "about monetising that control of attention."

ALL ABOUT THE EFFECTIVENESS

Justin Cairns, Head of Offline Production at Ogilvy UK, is someone who's very close to the creative process at one of the world's biggest ad agencies. As the person who oversees the production of "everything you can touch" at the renowned agency, Cairns used a series of case studies to demonstrate just how effective print can be, before explaining why creatives such as copywriters and designers enjoy working on print campaigns.

"Creatives love working in print," he said. "They relish time away from their screens, and winning an award for a print campaign feels very special."

Rachel Aldighieri, Managing Director of the Data & Marketing Association (DMA), focused on direct mail, using insights from the DMA's Effectiveness Databank. Through a series of comparisons between business effects (profit, sales, market share, etc.) and campaign effects (reach, frequency, clicks, etc.) Aldighieri showed that focusing on business effects made campaigns a lot more effective.

Going further, she demonstrated that highly creative campaigns can provide up to four times more effectiveness. "Marketers should harness the power of creativity to learn what works for their brand," she said, "and deploy the power of print to unlock the value of measurement and creativity."

SWEET-TOOTHED TREAT

One of the treats for the delegates at the seminar was a personalised bar of Tony's Chocolonely, and right before lunch, the Dutch company's Sales Manager Keshini Dodhia explained the allure of personalised packaging.

With more than 6.8bn kg of chocolate consumed around the world every year, the brand is in a highly competitive market but sets



Left Two Sides Managing Director Jonathan Tame addresses the delegates, who were all given a bar of Tony's Chocolonely

"Marketers should harness the power of creativity to learn what works for their brand"

itself apart by its ethical practices of supporting cocoa bean farmers, reducing exploitation, paying a higher price for beans and focusing on quality.

Alongside its hugely successful range of chocolate bars, the company now offers a personalised service for companies and individuals, a service that's increasing in popularity thanks to the trend of packaging personalisation.





A BOX OF DELIGHTS

Following Dodhia's presentation, the founder and owner of packaging research company NOA, Neil Osment, gave some facts about the current prospects for folding carton and corrugated packaging. The key takeaway was that forecasts for folding carton and corrugated packaging were both good over the next three years, with 2025 being the year the paper-based packaging industry would return to normal after a period of turbulence.

Staying with packaging, James Pryor, the Co-Founder and Managing Partner of structural packaging and innovation agency Touch, explored the importance of sustainable packaging in a circular economy. His vision for packaging over the next 30 years was for it to "fit seamlessly into a more connected world, work for a broader, larger population and give back to the planet."

To achieve this, packaging will need to be regenerative rather than recycled to make a positive contribution to the environment. "The next decade will see us lay the foundations for a thriving circular economy," concluded Pryor, "and future changes in society will mean that by 2050, the purpose of our industry will evolve."

CLIMATE CATASTROPHE

Jonathan Porritt, has been warning the world about the threats from climate change for decades, and he seems just as passionate as when he started in the 1970s. The writer and campaigner reeled off a series of climate catastrophes that will result in forests being decimated and diseases increasing. If that wasn't enough, the frequency and intensity of severe weather events will bring the insurance industry to its knees and the world to the brink of economic collapse. "Only then," he said, "will the world do something about the environment."

For Porritt, there are bright spots on the horizon in the form of innovation, such as engineered wood for the construction industry. But without a concerted global effort against climate change, such innovations may not make much difference. Following Porritt was Elin Furelid, Director of Future Packaging at The Absolut Company, who took the audience through Absolut's journey to develop a paper bottle for the spirit. Following a lengthy development process, the bottle was trialled at 22 Tesco stores in Manchester. "We trialled 3,500 bottles in Manchester and received some fantastic feedback," said Furelid. "One of my favourite comments was 'If I take two bottles to work, they don't clink!'"

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For all the presentations and audio recordings from the conference, go to twosides.info/power-of-print-2024



SCREEN TEST

A REPORT COMMISSIONED by the Norwegian Government into the use of screens by children has just been released. The report not only shows that screen use should be limited in the classroom but there's a lot of evidence that students of all ages should be reading more on paper.

The research was written by Norway's Screen Use Committee, which was asked to assess "how children and adolescents' screen use in kindergarten, school and leisure time affects their health, quality of life, learning and upbringing". The Committee found that while screen use in Norwegian schools has increased rapidly in a short amount of time, there is an important role for paper in education.

"The screen should not replace books, handwriting or physical exercise," said Robert Steen, leader of the Committee. "We must stick to paper reading in Norwegian schools."

CHILD'S PLAY

The report was delivered to Norway's Minister of Education, Kari Nessa Nordtun, who has previously said that the government will stop the "uncritical digitalisation of schools". Following the publication of the report, the Ministry of Education announced that it would "recommend strongly limiting screen use for children under the age of two."

As well as limiting screen use for very young children, the report also stated that both print and digital technology should have their place in schools, with handwriting and keyboard use having a natural place in teaching. However, when it comes to comprehension, the report found that paper offers improved results compared to a screen. "Reading comprehension is better when we read coherent information texts on paper than on a screen," states the report.

"The screen should not replace books, handwriting or physical exercise"

FACTS OF THE MATTER

The report echoes a lot of research that shows that learning using paper, whether that's reading text books or taking hand-written notes, improves comprehension and the long-term retention of facts and processes, which can both lead to better exam results. In addition to laptops and tablets, the Committee's report stated that the use of mobile phones can be disruptive in schools, leading to the Ministry of Education issuing a national recommendation that all mobile phones should be removed from all classrooms.

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To read the full report, go to bit.ly/Screen-Use-Report



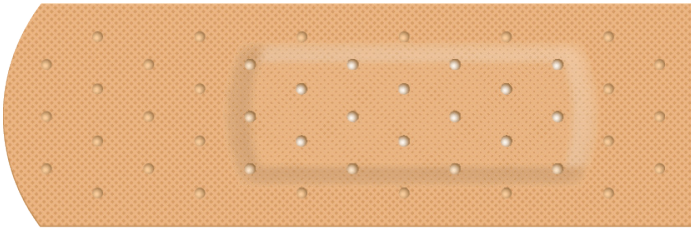
BELGIAN BOOK BOOST

A NEW CAMPAIGN has been launched in Belgium to encourage more people to read print books. Called 'Time to Read', the initiative by Roularta Media Group aims to inspire Belgians to reclaim their reading time by setting the readers of Flemish newspaper *Knack/Le Vif* and magazines *Libelle* and *Femme d'Aujourd'hui* the challenge of reading at least one book per month, helping them with reading tips, author interviews and curated book packages.

"We're going to give them tips on what they can do to spend more time reading," explains Ann Claeys, Brand Manager of *Knack/Le Vif*. "Those tips and tricks are intended to keep the readers engaged. If it leads to slightly less smartphone use, then that's a win-win situation."

The initiative targets young adults, who often struggle to balance screen time with meaningful reading experiences. A recent study conducted by *Knack/Le Vif* in collaboration with Kantar revealed that over 62% of Belgians wish they could read more but feel hindered by time constraints and digital distractions.

"We want people to keep reading because there are numerous benefits associated with it," said Claeys. "Your grammar improves when you read more books and your worldview expands as you encounter perspectives different from your own."



OUCH!

Getting a paper cut is one of the most dreaded times in a paper user's life. That moment when the edge slices into the finger can induce panic into the toughest of print professionals. Somehow the pain is stronger because it's from such an innocent source.

Now, scientists at the Technical University of Denmark have revealed the results of a study to determine the width of paper that's most likely to give you a paper cut. The researchers experimented with a series of different types and widths of paper on their ability to slice a block of gelatine, which mimicked human skin. What they found was paper that's 65 micrometres wide is the most likely to give a paper cut, making some magazine papers and dot matrix printer paper the most dangerous. And if you want to increase your chances of getting a paper cut, an angled motion is more effective that straight on.

The team then went further, combining a 3D-printed scalpel handle with a piece of dot-matrix printer paper to create a 'Papermachete', which could cut into cucumbers, apples, peppers and even chicken. "Stimulated by these findings, we can finally show how a recyclable cutting tool can harness the surprising power of paper," stated the research paper.

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To read the full paper on paper cuts, go to bit.ly/Paper-Cut-Paper

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BRAIN FOOD

Following a drop in the number of Italians reading for pleasure, one of Italy's biggest supermarket chains, Bennet, has transformed the packaging for some of its brands to include passages from celebrated novels by authors such as JD Salinger and Haruki Murakami. Italians who pop out for a carton of milk, box of tea or pack of biscotti can also get a short excerpt from classics such as Madame Bovary. As well as the new packaging, the retailer has also expanded its in-store book selection to include a broader range of classics and contemporary bestsellers. "True wellbeing lies in the balance of every aspect of the person, from body to mind," the supermarket's website states. "And we know how essential reading is to nourish our brain."





PHYSICAL HUMOUR

One of America's top satirical news sources, *The Onion*, has returned to print after 11 years. The newspaper famous for such headlines as 'Winner Didn't Even Know It Was Pie-Eating Contest' and 'Dolphin Spends Amazing Vacation Swimming With Stockbroker' has a huge online following, which its owners are hoping to replicate in print. "While America's Finest Membership offers various additive benefits, *The Onion* website will remain freely available to every calloused reader who refuses to surrender their credit card information," states the website with more than a hint of sarcasm.



SWEET TREATS

Chances are that your Christmas chocolates are all gone by now, but if you were lucky, you will have received a tub of Quality Street made from paper. With 200,000 distributed through Tesco stores in December, the seasonal favourite is continuing a journey of sustainability that began with individual sweets being wrapped in paper in 2022. Fully recyclable, the new paper tub is made using 100% virgin fibre corrugated cardboard to meet food safety requirements and ensure the taste of the product isn't affected by the packaging. "The beautiful design has been devised specifically for a paper product and we love how it looks," said Jemma Handley, Quality Street Senior Brand Manager. "And of course, shoppers can expect the same great-tasting Quality Street they know and love inside."



SPAGHETTI JUNCTION

The Italian pasta brand Barilla celebrated World Pasta Day by launching a campaign in New York that managed to blend pasta with urban travel. Titled 'Ticket to Togetherness', the campaign featured the distribution of boxes of spaghetti which doubled up as fully functional subway tickets that could be used to enter and exit the network. Commuters could collect a box from a dedicated stall at the Hudson Yards subway station then use it for a free journey, demonstrating Barilla's broader message of fostering connection and togetherness through shared meals. By turning everyday packaging into a transport ticket, Barilla encouraged New Yorkers to slow down, enjoy a meal and reconnect with friends and family.





THE GREAT OUTDOORS

A book released in Brazil by the confectionery brand Fruittella has been designed to encourage children to play outside by only showing its story in sunlight. The limited-edition *Outside Book* uses photosensitive ink to get children off their screens and outdoors, playing with friends and family. Indoors, the pages appear blank but opening the book outside reveals a series of colourful illustrations and stories. "Getting children away from screens requires something highly interactive," explains creative director Gabriel Cartletti. "Here, sunlight is our ally."

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