

# 100% more informed 30% more forests

No wonder  
you   
paper



Did you know that forests in Europe, which provide wood for making into paper and many other widely used materials, are 30% larger than in 1950? In fact they're increasing by 1.5 million football pitches every year.†

Paper is a powerful communication material and it's made from natural and renewable wood. Which is all great news if you need the impact that only printed documents can deliver.

† World Forest Resources, 1953 and UN FAO Global Forest Resources Assessment, 2010

To discover some surprising environmental facts about print and paper, visit [www.youlovepaper.info](http://www.youlovepaper.info)



Two Sides is an industry initiative to promote the responsible use of print and paper as a uniquely powerful and natural communications medium.

Print and Paper.  
The **environmental**  
facts may  
surprise you

