

# Press Release

## *Two Sides announces new Mail Sector Group*

Royal Mail, TNT, Pitney Bowes, Kodak, DMA, SMP, Encore, representing FEPE, join Two Sides to focus on Mail's sustainability

**16 February 2011, London, UK** – Two Sides has announced that it has formed a Mail Sector Group to ensure that the sustainability of Mail is central to the Two Sides UK initiative.

The Group comprises leading high profile representatives from the following organisations; Royal Mail Group, TNT Post UK, the DMA, Pitney Bowes, Kodak, the SMP, the Strategic Mail Partnership of Mailing Houses recently created by Royal Mail, and Encore Envelopes, representing FEPE, the Federation of European Envelope manufacturers.

These companies comprise the mail value chain and are either involved in the direct despatch, distribution and mailing of publishing, print and marketing related materials, or in the manufacture of equipment used in their production, handling, and despatch.

Pat Holloway, UK Marketing Manager for Kodak Graphic Communications Group is very much in support of the Two Sides programme: "In 2011 Kodak continues to support print as a sustainable and key part of the communications mix. There is a significant market for targeted and innovative direct mail which can deliver a higher return on investment. Kodak's technology can help printers create high-impact, personalized 3D direct mail pieces. These added-value products are the answer for brand owners and marketing agencies looking to achieve the ultimate in one-to-one communications."

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Royal Mail's Head of Sustainability, Matthew Neilson, said: "The direct mail industry, with the support of Royal Mail, has made significant strides in reducing the impact of its activities on the environment, both through increased sustainability of mailings as well as a determined effort to increase consumer recycling levels. Royal Mail welcomes its role in the Two Sides Initiatives to help communicate the progress being made by the direct mail industry and its continued focus on reducing the environmental impact of its activities."

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Martyn Eustace, Two Sides Director, adds, "Mail is a vital channel not only for high value personal communication but also for targeted business and marketing related information. Not only do people increasingly value, in a multi media world, the personal touch and intimacy which mail can provide but are also understanding that Mail, based on a renewable and recyclable resource, can be a very sustainable way to communicate. With the Mail Sector Group of Two Sides, we want to ensure that Mail related issues are fully explored and we find ways to communicate Mail's sustainability to business and consumers alike".

This announcement affirms Two Sides' intention to cover all Print Media channels and is part of the developing campaign which promotes the responsible production and use of print and paper. Two Sides aims to dispel common environmental misconceptions by providing users with verifiable information on why print and paper is an attractive, practical and sustainable communications medium.

#### **Notes to editors**

If you have any queries please contact Andy Scott (07770 520484) or Vince Collins (07977 178772) at Collins Scott Marketing Ltd.

#### **About Two Sides**

Two Sides is an initiative by companies from the Graphic Communication Value Chain including forestry, pulp, paper, inks and chemicals, pre press, press, finishing, publishing and printing. Today there nearly 300 members. Our common goal is to promote the responsible production and use of print and paper, and dispel common environmental misconceptions by providing users with verifiable information on why print and paper is an attractive, practical and sustainable communications medium. [www.twosides.info](http://www.twosides.info)

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