

VoPP mag:



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EIGHTH EDITION
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**THE
RENEWABLE
ISSUE**



PAPER BAGS, THE NATURAL CHOICE ● **SUSTAINABLE PRINT**

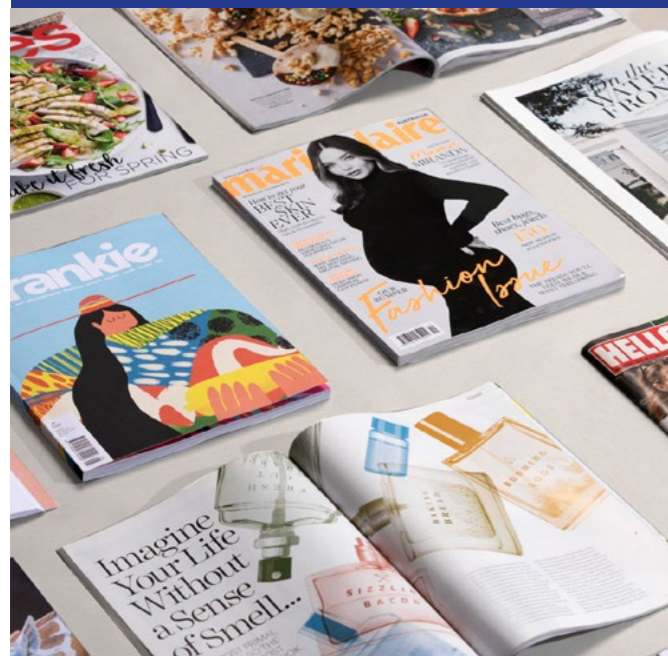
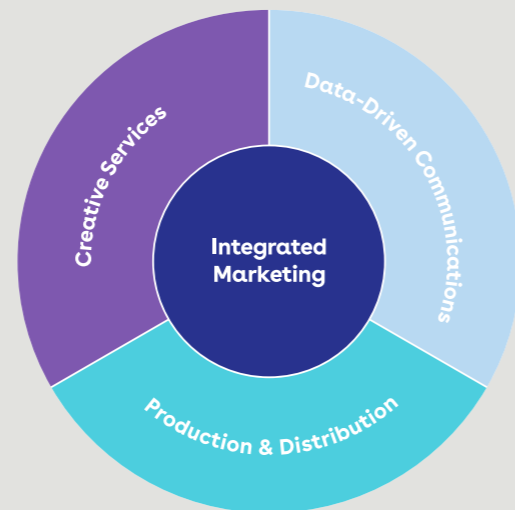
● **THE MEDIA IMPACT** ● **PAPER, PRINT & SUSTAINABILITY** ● **THE GREAT DEBATE** ●



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IN THIS ISSUE

REGULARS

3 From The Editor

Identifying the bigger issues we need to consider, ask ourselves and those around us, what is more important than a greener future?

4 Engage

Unearth the limitless application of paper marketing with the *Power of Print*, and the relevance of philately in a contemporary atmosphere.

14 Take 6

From endangered jigsaw puzzles to republished war letters, explore the campaigns that are making people talk.

50 Knowledge

Check out these case studies and how brands like Heinz are increasing their sales and sending social media into a frenzy with maximum impressions.

SHORTS

19 A More Sustainable Point Of Sale

We discuss what sustainability practices brands are implementing for point of sale displays.

20 Sustainability & Society

Let's talk about digital fatigue, going on a digital detox, and what is an excessive amount of screen time for children?

32 Greenwashing

What is greenwashing? Who's doing it? And how can we avoid it as a collective?

34 Our Most Trusted & Distrusted Brands

Based on research presented by Roy Morgan, we determine where Australian consumer loyalties lie and which brands are the most trusted.

FEATURES

22 THE MEDIA IMPACT

With every little moment, we consume energy. Find out which digital or traditional media produces the most CO₂ and how it affects the environment directly.



16 The Great Debate

Discover which is better for the environment: recycled or carbon neutral paper?



40 Sustainable Print

By identifying main waste streams such as electricity, water, hard waste and liquid waste, manufacturers in the industry are implementing a more sustainable practice.



42 Paper Bags, The Natural Choice

We highlight the usefulness of paper bags and their resourcefulness for your home.



46 Paper, Print & Sustainability

Discover why the development of 100% recyclable water-resistant paper is significant news in the world of packaging today.



OPINION

10 Thought Leader

Dr Phillip Lawrence discusses the process of completing a PhD, nation-building energy projects and our sustainable evolution.

56 Final Word

Simon Dorries from Responsible Wood, the licence for PEFC, on the push towards a circular economy, sustainably sourced wood fibre and the security of supply chain.

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FROM THE EDITOR



Inside this green issue, we explore exactly what carbon emissions and greenhouse gasses are and what they mean for the media landscape – especially traditional media and the paper and print industry. We discuss who is making an impact with renewable energy and look at what digital fatigue is really doing to us, and why paper might be the best digital detox since J.K. Rowling blessed us with all the Harry Potter books.

We gain expert insight in Final Word from Simon Dorries, CEO of Responsible Wood explaining why the company is becoming the leading forest certification scheme across Australia and New Zealand. Not to mention a snap-education in geo-politics surrounding our ecological footprint in Thought Leader from Dr Phillip Lawrence, leading sustainability and energy academic.

We examined what exactly carbon credits are and how this influences how we communicate? What practices can we implement from the concept phase to deliver better outcomes? And when we explore paper, recycled or carbon, which outperforms?

It's my first issue as editor and I couldn't be prouder of the theme. I hope you all enjoy this ecologically intuitive issue and that it gives you further insight into your own sustainability practices. True environmental knowledge will see us soar.

The future is in your hands, what will you do with it?

George Tzintzis
Editor in Chief

Sustainability – a word we hear too often, yet continually struggle to recognise its significance and importance in today's climate. There are some big questions that the world needs to ask with some bigger answers to learn from. In this issue of VoPP Mag, we ask one of the biggest questions there is:

What sustainability challenges does your organisation face?

We distribute to 17 million Australians per week through Australia's largest media channel in terms of reach, the letterbox.

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VoPP mag:

FIND OUT MORE

VoPP Mag is an Australasian initiative dedicated to balancing channel discussion across the marketing landscape in a multi-media world.

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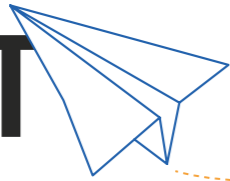
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THE POWER OF PRINT



| Lilian Bernhardt

Daniel Edwards has worked on thousands of print jobs throughout his two-decade stint in the industry. His recently released book, *The Power of Print* acts as a guide for marketers wanting to utilise the print channel, drawing upon knowledge accrued from time spent in graphic design, production, sales and the management of his company Poster Boy Printing.



The book was born out of the pandemic when Edwards, who specialises in point of sale and events, faced large sums of cancelled work. Told to pivot by the small business world, he did so by pouring himself into his research and writing. He says his largest takeaway from the writing process was the large role tactility plays in the human experience and the importance of employing this in print production for effective use of the channel.

“We think of ourselves as visual creatures, but I am unconvinced. So much of our brain is devoted to our hands and we draw so much meaning from them, influencing our language and the way we talk,” Edwards said.

This is certainly true of his own experience. Before Edwards landed his first gig as a junior graphic designer, he worked as a chef whilst designing, creating and distributing stickers on the side.

“It became this marriage of two things that I loved. Art, because I was working as a designer and working with my hands, and creating real things, which I learned from cooking,” he said.

Marketers should focus on the ultimate tactile experience!

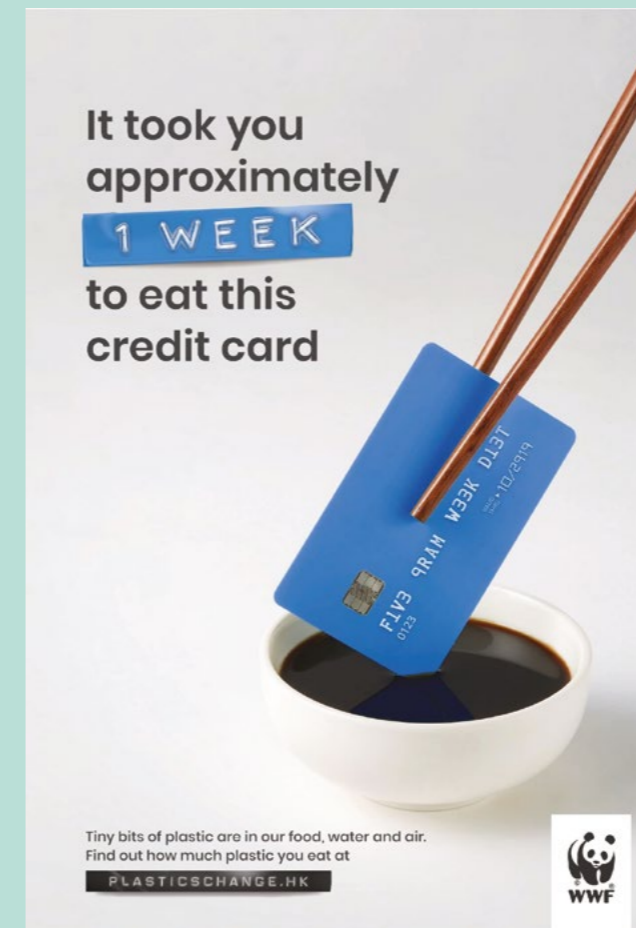
Edwards believes print marketers should focus on designing the ‘ultimate tactile experience’, tapping into the senses beyond the eyes to make the most of print. This can be achieved through smell, with sensory embellishment, or touch, which more than ten percent of our cerebral cortex is devoted to for the processing of information.

In the book, Edwards shares an interesting study conducted by American neuroscientist Dr. David Eagleman. Studying the effect of paper quality on comprehension, Eagleman found that participants who read information on high quality material absorbed and remembered the content better than those who read it on low-quality material. Edwards shares this as an example of print’s unique ability to capture and hold attention, and how strategy can improve this further.

The Power of Print outlines a variety of strategies for marketers hoping to make the most out of their print campaigns to optimise recall, engagement, and ultimately ROMI.

YOUR PLASTIC DIET

Did you know that you likely consume 5 grams, the equivalent of a credit card, of microplastic every week?



Grey Malaysia (agency) brought this shocking revelation to worldwide attention through their ‘Your Plastic Diet’ campaign. The team visualised factually accurate average human plastic consumption through universally understood items, such as credit cards, pens and combs. The campaign garnered global awareness and news coverage, and assisted the World Wide Fund for Nature (WWF) in raising enough public attention to lobby global governments for a ‘Globally Binding Treaty on Plastics’. Grey Malaysia’s message turned the billions of credit cards in people’s pockets into a warning, a constant reminder of the need for change, and the reduction of plastic and plastic waste in our society.

Sources: WWF, 2022; Campaigns of the World, 2022



THE SUSTAINABLE COVID-19 TEST

As cases of COVID-19 remain high, millions of rapid tests are still being used around the world. While these tests are vital to combat the pandemic, they contain an average of 10 grams of plastic per test. This is resulting in thousands of tonnes of unrecyclable waste being sent to landfill across the world, an issue that designers are turning to sustainable solutions to solve. Eco-Flo is one of them, a concept design for a rapid test made from paper pulp, which is both biodegradable and recyclable. All of the instructions are printed on the test, reducing the need for extra materials.



DIMENSE DÉCOR

Aside from dazzling designs, wall paper is easy, usually hassle free, and doesn't create a painter's mess. Dimense Décor is a company providing a unique way to add dimension to your walls with fully customisable printed 3D wall decor. Gone are the days of 3D printing fake jewels (*Ocean's 8*) when you can print your entire house ... well, not yet anyway. Dimense technology is a combination of a digitally printed and hand-made product, with eco-friendly water-based latex and structural inks. It allows simultaneous printing with embossing in a continuous way, and, according to the European Digital Press Association Awards Technical Committee, is the first of its kind. It also opens up avenues for advertisers with packaging and exhibition booth decorations.

Sources: Dimense Decor, 2022

FÜNNY MONEY

I George Tzintzis

Polymer banknotes, the ones made from plastic, were first introduced into the region in 1988 and now used in over 30 countries worldwide.

Did you know?
Polymer bills contain animal fat.

Initially heralded as stronger and longer lasting, the plastic qualities of money is now up for a re-think as we learn more about the impact of plastic.

When implementing their environmental guidelines, based in international standards, the EURO banknotes have firmly remained in the cotton paper camp and moved away from plastic trends.

Less palm oil in the manufacture and raw materials not used in paper versions means no animal fat and less germs for the cotton paper EURO notes. We say yes to that!



PHILATELY ANYONE?



I Belinda Kelly



The idea of studying or collecting postage stamps or philately, to use the official term, might be dismissed by the majority as child's play or reserved for older generations. The truth is, stamp collecting is enjoyed by more than 60 million collectors worldwide.

A Brief History of the Postage Stamp

In 1838 Englishman Rowland Hill first came up with the idea of applying a stamp to letters to indicate the cost of postage had been paid by the sender. Until then, postage costs were paid for by the recipient of the letter.

The first adhesive postage stamp, the Penny Black, was issued in 1840. It was introduced to standardise the rate of postage across the United Kingdom, making it readily available for all.

Surviving examples of this insignificant looking stamp, once costing only a penny, can fetch in excess of \$169,000 today.

Why Collect Stamps?

While some philatelists are drawn to stamp collecting for the thrill of finding a rare stamp that might be worth a small (or large) fortune, others are drawn to their beauty as miniature works of art.

Stamps also provide an insight into a nation's culture and history. While the majority of early stamps typically featured the country's head of state, over time they have come to feature depictions of events, historic figures and celebrations.

For anyone thinking about exploring stamp collecting as a hobby, Stanley Gibbons, the world's longest established rare stamp merchant, shares a wealth of information on its website.

Sources: British Broadcasting Corporation (BBC), 2015; Frama, 2020; The Postal Museum, 2020; Fast Company, 2016; DeZeen, 2022; Australia Post, 2022

In essence, here's where to start and what to look out for:

1 Buying Your First Stamps

Buy the largest packet of whole-world stamps you can afford and sift through them to see which catch your eye. You can find endless assortments for sale online and it might also be worth asking older relatives if they have a collection.

2 Used Or Unused Stamps

Used stamps are the cheapest option and will often have postmarks on them, making them less valuable but no less interesting. If you come across an older unused stamp, check that the adhesive gum on the back is intact which can add to its value.

3 Choose A Theme

The endless variety of stamps available can be a bit overwhelming. Start by collecting stamps according to a theme. Perhaps a country or an international sporting event such as the Olympics - the options are limitless.

4 Stamp Collecting Equipment

Tweezers are considered an essential piece of equipment for stamp collectors as is a book to keep them in. You can buy specially produced 'stockbooks', or a simple binder to which pages can be added will suffice.

5 Stamp Catalogues

These help in the identification of stamps and the stamps available for a particular theme you might be collecting.

The collection and redistribution of used stamps ensures these miniature pieces of art and history are saved from landfill, retaining value as they continue to be passed through the hands of many.

REDUCE, REUSE, RECYCLE - THE GARDENING EDITION

| Laura Clarke



The age-old saying, “waste not, want not”, carries more weight than ever before. With many nations and companies pledging to reduce the amount of waste sent to landfill each year, recycling rates are improving (87% in Australia, 58% in New Zealand). While this is important on a governmental level, we all have individual responsibility to contribute.

From cardboard underlays to paper pots, here are six ways you can contribute by incorporating your recycling into your gardening.

Paper Coffee Cups

If you happen to pick up a coffee in a paper cup, instead of throwing it in the recycling bin, why not use it as a plant pot! Remove the lid and make sure to clean out the inside properly before adding compost and planting any seeds of your choice (you can even use egg trays for seed planting). They can be an ideal benchtop display in your kitchen for growing your own herbs.

TIP: Cut your newspaper into circles so it fits the bottom of your flowerpot. Layer three pieces on top of each other before filling with soil and planting. This will provide a protective, breathable barrier that slows moisture from leaving your pots.

Use Shredded Paper In Your Compost

Paper is made from a natural, renewable material: wood fibre. This means that it can be used in your compost as it helps soil to retain moisture and the worms love it.

TIP: Avoid using waxy or laminated paper. Old receipts, statements and envelopes are safe for composting.

Quirky Plant Pots

What do you do when your favourite mug gets chipped? Instead of throwing it away, why not hang onto it, fill it with soil and plant a flower so that it can continue to be used and enjoyed – chip or no chip the plant won't mind. This also works for any other kitchen containers that have passed their use-by date. Any old pots and pans that have lost their non-stick surfaces, missing handles or are misshapen, are a good substitute for traditional plastic pots. Even old oil drums make great space-saving potato planters.

TIP: Turn old gumboots into novelty planters by nailing a colourful row of them to a fence or piece of scrap wood and filling them with flowers. Just make sure to put some holes in the bottom of them for water drainage.

Lining Your Beds With Cardboard

Cardboard and catalogues are environmentally friendly and very accessible resources. Why not use it to line your planters and flower beds? This will not only degrade over time and add nutrients to the soil, but it acts as a preventative for weed and grass growth from beneath the bed.

TIP: Make sure you extend the cardboard slightly wider than the raised bed to ensure weeds and grass don't begin to creep up the sides.

Cut your newspaper into circles so it fits the bottom of your flowerpot. Layer three pieces on top of each other before filling with soil and planting. This will provide a protective, breathable barrier that slows moisture from leaving your pots

Furniture

Before you take your old bed frame or table and chairs to the dump, think about whether you could give it a second lease of life outdoors. Why not try using an old desk as a potting table or a bench in your greenhouse? Got an old dresser kicking about? You could recycle them in your shed or greenhouse to help you keep things organised. Alternatively, upturning a bookcase and filling it with compost is a great substitute for a raised bed or planter.

TIP: Coat all furniture in wood seal or outdoor paint to make sure it stands the test of time.

Wooden Leftovers

Even though these may not be typical items found in and around the home, taking a walk in your local parks or looking on marketplace websites and forums is a great place to start. If you can get hold of any wooden pallets, these can be good space-saving planters. From stripping them down to create garden furniture, to using the wood to create raised beds, they offer a range of planting opportunities.

TIP: Be careful of nails and splinters if you decide to strip apart wooden pallets.

THOUGHT LEADER

| Dr Phillip Lawrence



Dr Phillip Lawrence, senior lecturer and author of PhD thesis *Agathokakological Ecological Modernisation of the Indonesian Forestry, Pulp and Paper Industry*, and a Masters research thesis, *SME Printing Firms: Accidental Environmentalists*, discusses the impact of climate change, a green energy sustainable revolution, and the geo-politics surrounding our ecological footprint.

Tell us how it all started for you and how did you obtain your current role?

Firstly, I find it hard to define what exactly my current role is, other than university lecturer, as I have a few things going on that occupy my time. It was always a long-term desire to pursue academia, so I am a lecturer to both undergraduate and postgraduate students. I also enjoy learning and read for a few hours each day and have always done that. The other thing I am involved in is a technology group, where three of us have worked together on innovations in polymer technology that have applications in several industries. Over the past few years we have secured a global patent for our technology and we hope to be on the edge of some exciting new things with that. Lastly, I am also interested in the relationship between industry and society, particularly in our region, that will hopefully result in a book that follows my PhD research. And in addition, I am engaged with an investment group looking at innovative energy technologies in Australia and the Middle East.

What are your thoughts on Australia's sustainable evolution, and where do you see it going?

Australia has massive sunshine and ample wind flows – we remain the lucky country. There is hardly any reason why the whole nation can't be substantially powered by green energy. South Australia is leading the world in green energy. There are few places in the world using wind and solar to the extent that is being done in that state and it is due totally to a far-sighted government policy, nothing else. The state continues to try new ideas for enhancing its renewable energy supply and it is up to other states to put aside their political differences and learn from South Australia. I find it amazing that policymakers worldwide are looking at South Australia to understand how the energy challenge can be answered. Still, there is hardly any such desire in other Australian states to learn from that experience.

Why did Elon Musk go to Adelaide to offer the world's first grid-sized lithium-ion battery? Because his knowledge of business helps him understand what world leading government policies are achieving there. I would encourage everyone to get onto the Australian Energy Market Operator (AEMO) site daily to see the amount of renewable energy produced in South Australia. Perhaps the only place close to South Australia is Spain, which is another government keen to explore energy innovation.

What can businesses do?

There are clear steps that business owners and managers can take. The first is to get environmental responsibility into your business DNA. There is now a cohort of companies in the printing sector that have embraced the concept of being responsible and are doing it well. But of course, the main point is they can hardly achieve an actual situation where they are entirely non-polluting. However, it does send a message to policymakers that the industry wants to be green which translates into how the government can support that trend.

Are things changing in policymaking?

Yes, I think we are starting to see that occurring now. I believe it is a waste of limited funds to hand out cash to individual firms to make their operations greener. It is an inefficient way to spend the government's limited resources like that after a number of cash-draining events in the past 15 years such as the global financial crisis wiping out the reserves of many governments, including our national and state governments, and then natural disasters and COVID, which has still not ended. Any significant green stimulation will likely come from debt, which is now being hamstrung by rising interest rates worldwide, affecting international borrowings. Funds are limited, so it needs to be spent wisely. I believe the best strategy for national and state governments is to focus entirely on big, nation-building energy projects that positively impact every building in the entire country.

What was the most difficult part about finishing your PhD and what did you learn from it that you wouldn't have learnt anywhere else?

Just the volume of the study, research and writing. I had excellent access to the pulp and paper sector in Southeast Asia and other parts of the world. I could, and did, speak to anyone I needed to speak to. No one refused to answer my questions in government nor the private sector.

The process of a PhD is being guided by a group of highly regarded scholars who help by guiding you through the complex amount of material that has been published. It is not enough to understand 'what' is happening, instead it is essential to know 'why' something is happening. I was fortunate enough to be supported by some absolute icons in academic research such as Emeritus Professor Susan Benn from University of Technology Sydney (UTS), who is an internationally respected scholar in corporate sustainability. Also, Emeritus Professor Dexter Dunphy at UTS, is a world-leading expert in business and government sustainability issues, and at the University of Sydney (USYD), Associate Professor John Mikler, with his work in multinational corporations and their influence on government policy.

In short, a PhD is a rigorous way to build knowledge – it is the highest possible academic award at any university. PhD's take about ten years to complete if done part-time and only about 24% of people that start a PhD actually finish the program. Each PhD adds millions of dollars to the national economy through increasing national knowledge, and I don't think it would be so easy to have that rigour of research without the structure of a PhD or similar process.



Sustainable Green Print (SGP) is the industry's environmental certification program run by the peak industry body to ensure an accurate and product specific industry standard.

Reduce waste, improve your footprint and feel assured with a verified green competitive edge.

Aligned to international standards, SGP is tailored to meet the needs of business and brands in managing environmental expectations and responsibilities.

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Be sure your printer is a SGP certified printer – look for the mark.

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“It is not the time to play semantic games with questionable offset programs and dubious practices – there is too much at stake!”

Something that you said in your thesis stood out to us: 'The reduction in environment transgression should not be interpreted as sustainability.' Can you expand on this?

What I meant by this is that if a business or a person is doing the wrong thing and then decides to do less of the wrong thing, it doesn't mean they are now doing the right thing. It is generally referred to as greenwashing and what I suggested in my thesis was not new in that regard. Now governments worldwide have legislation to address organisations that greenwash their products or services, I just wrote the same thing differently. In the industry context, when a firm is a poor performer regarding its ecological footprint, simply putting signs and green bins around the building and claiming to be 'green', in absolute terms, you should not claim to be sustainable until you *are* sustainable, i.e., with zero environmental impact. We now have a set international target of zero emissions by 2050 with some steps before that date. It is not the time to play semantic games with questionable offset programs and dubious practices – there is too much at stake!

Because this is the 'sustainability issue' of VoPP, what opportunities do you see for the paper and print industry in ANZ? Would you agree that the sustainability of media channels and production is something to come under the spotlight? What do you suggest as a more sustainable future?

I regularly play the hook line of Seal's song, *Crazy*, to audiences when I do talks, "But we're never gonna get out of this unless we get a little crazy." We have to think of big things, big crazy ideas that make a hell of a difference. For much of the industry, we push the issue along the supply chain, such as "we use responsible paper" and that's about it.

Energy is the key here. When the Stern Report came out in 2006, it made the point that most climate change pollution is directly from energy. We need to pressure the government to build renewable power stations. Rooftop solar is great and all, but it will not be enough to drive the main areas of pollution like the big industries. I also think our industry is hostage to 'old stories' about what is actually green. It perhaps might be time to rethink some of these industry practices – we can do so much better than simple paper recycling.

My claim that the industry has reduced its CO₂ emissions by 97% since 1990, while significant, has all come from supplier innovations. Firms buy new products and automatically benefit from the heavy lifting by the industry supply chain. We should not think my work suggests the industry was good in 1990, it wasn't. It is good now, but needs to be a lot better.

Any final words for our readers?

I said to someone the other day that a sea level rise of one metre equals a 13-metre tide. Indonesia will lose 25% of its land mass by the decade's end and are only one of many countries in the same situation. Their situation is so bad now that they are about to move the capital city Jakarta, with its 20 million people to another location. Indonesia is our nearest neighbour with around 300 million people, how are they going to deal with climate change? We will be relatively okay, but the scale of upheaval will be massive in other parts of the world and billions of people will be affected.

Do not underestimate the geo-political issues that fall out of climate change. All of this means our children and grandchildren will have a worrying future, it is an inter-generational issue. Get cranking, and we can fix it.

TAKE 6

LETTERS HOME

The Commonwealth War Graves Commission lent upon the emotive power of the written word to engage younger audiences in 'War Graves Week', an annual awareness week sharing world war heritage and celebrating those who remember the deceased.

The CWGC sent a series of handwritten letters to the residents of homes across 24 streets in the UK, once occupied by soldiers who passed away at war overseas. The letters were addressed by the former occupants and contained intimate details of their lives overseas, which were authentic and originally written for loved ones. The highly personal nature of the campaign led to great success. The letters resulted in a 34% increase in website traffic, and an overall reach of 2.7 million people.

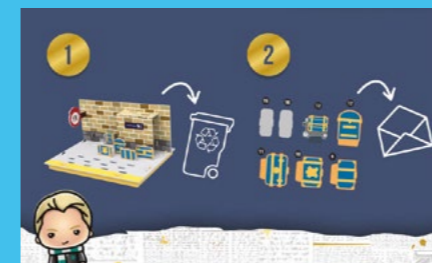


ENDANGERED PIECES

The World Wide Fund for Nature (WWF) Canada have released four new puzzles under a range titled 'Endangered Pieces', which seek to highlight the danger facing our worlds endangered species. The four puzzles were created by design company AKQA, and feature a giant panda, a Sumatran tiger, a resident-killer whale, and a pygmy two-toed sloth. The puzzles vary in size, containing only as many pieces as the population of the species left in the wild. The puzzles offer a tactile way for the public to engage with and confront the urgency of conserving and protecting the animals.

ECO TENT

The design of a waterproof, cardboard tent called 'Isopod' won the senior engineering award at the Big Bang Fair last year, the UK's largest celebration of STEM for youth. The foldable, dome-like design was created by teen Lily-Mai Spinks as an alternative to the plastic tent. She was inspired after discovering that many tents are abandoned on festival grounds each year, and wanted to help reduce the environmental impact.



COLES WIZARDING WORLD

Coles transported its customers to Hogwarts and brought the beloved Harry Potter characters to life, through a collectable series of 35 figurines titled 'Magical Builders'. The figurines were plastic free, and made from fully recyclable, FSC certified cardboard. Customers could receive one Magical Builder character for every \$30 spent at the store, and during the weekend of 23-24 July, could secure bonus characters by purchasing a participating newspaper. This campaign delighted franchise fanatics who collected the characters religiously, contributing to store sales and success.



GIDGET FOUNDATION BUNNY BOOKS

1 in 6 parents suffer from perinatal anxiety or depression. The Gidget Foundation seek to support those suffering, and have recently released 'The Bunny Books' as a tool to do so. The books are written for children and are designed to support new parents with embedded psychological strategies to help them cope. Each book has a purpose, such as tackling insomnia, controlling anxiety, overcoming low motivation, or discovering the power of gratitude.



RECEIPT READS

Jerk Store is an innovative publisher releasing a monthly, single-feature zine printed on thermal receipt paper. The zine content can vary widely each edition, with previous releases spanning from essays on Italian typography to deep-dives on Avril Lavigne. The zines are metres long, the longest issue clocking over 5.8m, which readers then unroll to enjoy and share the content with their friends.



RECYCLED VS CARBON NEUTRAL PAPER

| George Tzintzis

Over the past decade, paper has been a forefront conversation amongst printers and marketers. Are we using paper that's ecologically friendly? Is print media ethical or is it bad for the environment? Relevant as they may be, there is only one question in regards to paper that's pertinent to industry concerns: *Is recycled paper better for the environment than carbon neutral paper?* Truth is, there are pros and cons to both, so let's explore the facts behind the labels to determine which solution works best for you.

Carbon Neutral Paper

Carbon neutral paper means net zero carbon emissions, balanced by offsetting the measured amount of carbon released into the atmosphere by verifiable carbon credits. Everyday activities produce carbon dioxide emissions, so programs have been created by organisations to reduce, offset and manage greenhouse gases, all while restoring natural resources such as reforestation. An offset is an initiative that funds emission free energy projects such as wind farms, which are verifiable and traceable.¹

Carbon neutrality has various levels of credentials, so it's important you know where the calculations begin and end. Best practice is to hire third-party carbon accountants and include a full life cycle assessment from raw material through to the customer: This is called the cradle-to-grave model.

Many paper mills now manufacture with renewable energy and have sustainability practices in place or proposed action plans set over the next few years. Oji Fibre Solutions (NZ) Ltd., a leading producer of market pulp, paper and fibre based packaging, use an innovative portable wastewater treatment plant commissioned at Specialty Boards, Hamilton, New Zealand.²

Paper production sits within the industrial manufacturing sector and carries a high energy intensity. In Japan, the Nippon Paper Industries company has developed technology to capture the energy consumed from paper production and convert this to the national energy grid. This project is executed by using biomass mono-fuel combustion under the slogan "shaping the future with trees".³



The first step in understanding if a carbon neutral solution is a sustainable fit for your business is to first understand the paper mill the paper was produced in. They must demonstrate they have implemented solutions in their manufacturing processes to reduce the CO₂ to as small a footprint as possible before carbon offsetting. Otherwise, carbon offsetting or buying credits could be likened to eating McDonalds every day of the week and having liposuction on Sunday.

To be a strong performer, carbon neutral paper producers must reduce first, then offset.



Recycled Paper

Paper comes from a renewable resource – trees! They are planted, harvested, replanted, and the cycle of nature continues. The paper industry across Australia and New Zealand use planted tree farms or planted forests to harvest the majority of timber for paper or pulp production. Processing pulp to make paper is typically powered by "black liquor", a by-product of the pulp itself composed of different ingredients, such as lignin, hemicellulose, sodium hydroxide (NaOH) and sodium sulphide (Na₂S).⁴ Burning it for heat and electricity to run the mill is approximately carbon neutral, since the carbon you emit into

the air started out in the air before an interim period as tree material. So, if your recycling process generates CO₂ as it makes new paper, recycling could end up increasing emissions.⁵

The case against recycled paper is that whilst recycling is an option, it is a fraction of the solution as paper can only be recycled seven times. And although recycling paper requires 40% less energy than making it from scratch, modern paper mills normally generate their energy from burning waste wood, whereas recycling plants often rely on electricity from fossil fuels.⁶

Another point to make is that recycled paper is often bleached. Chemical pulping with chlorine bleaching is used when a durable, high-brightness product with a more permanent application, such as printing and writing, is required. This process removes virtually all the lignin. The effluent from this process contains a range of organochlorines. Some organochlorines break down quickly, while some, including dioxins and furans, have prolonged lives.⁷ Dioxins are a group of chemically-related compounds that are persistent environmental pollutants (POPs). They are highly toxic and can cause reproductive and developmental

problems, damage the immune system, interfere with hormones and also cause cancer.⁸

Is Low-Carbon Paper the Answer?

Instead of carbon neutral paper or recycled paper, there is an argument to be made that paper mills should focus on low-carbon paper, a product that requires minimum carbon emissions to produce.⁹ Natural gas can be replaced with methane from landfills, electricity can be generated using wind, hydro or solar energy rather than buying electricity from fossil fuel burning power plants, and there are a great number of technologies that can be installed in pulp and paper mills that would consume less energy.

The environmental credentials of paper are, like all products we use, in the detail. Recycled doesn't mean the same across all ranges, carbon neutral and low carbon similarly so. The best approach is to determine your policy, research each paper product that complies to your policy and deduce a certified approved range for use, such as one with a Forest Stewardship Council (FSC) certification, an Australian Forestry Standard (AFS – Responsible Wood) certification, and a Programme for the Endorsement of Forest Certification (PEFC).

If your focus is solely on reducing greenhouse gas emissions, paper recycling isn't the lever you pull. Instead, target the factors surrounding paper recycling, given the success on the greener approach papermills are exploring in today's climate, such as the cradle-to-grave model mentioned earlier. Recycled paper and carbon neutral paper both have their reservations concerning environmentally friendly practices, but ultimately can learn from each other by understanding what operations are sustainable that still adhere to customer satisfaction.

Sources:

- ¹ Ball & Doggett, 2022
- ² Oji Fibre Solutions (NZ) Ltd, 2022
- ³ Nippon Paper Group, 2019
- ⁴ Black Liquor to Fuel (BL2F), 2020
- ⁵ Ars Technica, 2020
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- ⁷ Australian Government Productivity Commission, 1990
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- ⁹ Environmental Paper Network, 2009

RECYCLED PAPER

- Uses 'black liquor' to help fuel the recycling process which can be carbon neutral
- Requires 40% less energy than making paper from scratch
- Uses principles of re-use and circular economy extension to virgin resources

VS

CARBON NEUTRAL PAPER

- Uses offsetting, an initiative that funds emission free energy projects such as wind farms
- Some mills capture the energy consumed from paper production and convert this to the national energy grid
- Supports a reforestation industry, plants more than it harvest

A MORE SUSTAINABLE POINT OF SALE



| George Tzintzis

Retailers are focusing on their footprint in-store and across the country, point of sale, is going green. Mother Earth is celebrating and so is the creativity of retail – the recent New Zealand Pride in Print Winner was the paper and print version of the combi-van for Nestlé Maggi.



Nestlé, is committed to implementing environmental guidelines for all displays, including being manufactured out of a single material, fully recyclable, with no plastics or any other components that limit the environmental recyclability through standard waste streams. Nestlé isn't limiting this to point of sale, they are committing across all packaging lines also, and recently announced their Mars and Snickers bars packaging will also now contain higher elements of paper to improve recyclability and reduce the footprint of packaging waste across the highly popular chocolate.

Carla Bridge from Shop! ANZ, the not-for-profit industry body for retail merchandising, says, "I expect this is just the tip of the iceberg for Nestlé, who is also investing heavily in all elements of manufacturing, including supply and logistics in regards to sustainability, and packaging. Within the next five years, I anticipate that a larger percentage of the major brands will follow suit as it is important for their brand identity and customer engagement."

With their combi-van for Nestlé Maggi, they wanted an experiential point of sale stand that would 'draw eyeballs' and create exciting moments whilst remaining true to Nestlé's environmental commitments. The solution, was a larger than life fully recyclable cardboard display. Strong enough to be weight-bearing using 100% cardboard construction the display held Maggi's Onion Soup Mix and Nestlé's Reduced Cream on the sides and back of the display.

Embracing the best practice in temporary displays the implementation and delivery logistics of the Nestlé combi-van into store were also considered. Flat packing of cardboard substrates reduces freight costs both economically and environmentally and allows for faster roll-out to stores, which they achieved in record time with 25 stores having the display within three months from render to production.

With increased creativity, increased environmental benefits and decreased costs – that is a win-win from us! Well done Nestlé.

DIGITAL FATIGUE & DETOXING

| Lilian Bernhardt

Our digital devices are an increasingly intertwined part of our daily lives and routines. We often start the day perusing our notifications, spend the afternoon staring at our desktop in the workplace, and finish the evening with a social media scroll.

The average Australian and New Zealander spend five hours per day on their phones alone.¹ Technology provides many benefits and conveniences, but researchers believe this excess consumption comes at a cost to our mental and physical wellbeing.

Digital fatigue is a state of exhaustion and disengagement occurring after using digital devices for prolonged periods of time or navigating many devices at once. The amount of blue light emitted from devices can interrupt sleep patterns leading to tiredness, eye strain and damage.² The long periods of time spent sitting can cause sore and stiff muscles, and the toll of virtual interaction and information overload can cause difficulties in concentrating.

Researchers have also pointed to the blurring boundaries of the workplace and home, where many take the demands of their career home with them on their devices and experience difficulties switching off.

In the journal article, 'The Digital Burnout Scale Development Study', Pinar Erten from Bingol University in Norway states that the 24/7 access to devices, and the ability to do business outside of traditional hours, leads many workers into a "digital burnout that they do not know when to stop."

"Irresistible information flow and constant accessibility are harmful to people's health. The purpose of digital connection disappears, and stress increases," Erten writes.³

Digital fatigue has intensified since the beginning of the pandemic. A significant cause was the increased screen time in lockdown, which Dr Lauren Arundell from Deakin University, School of Exercise and Nutrition Sciences found to escalate by 26 hours in children per week, and 14 hours in adults.⁴

"Excessive screen time in childhood increases the risk of obesity, cardio-metabolic disease risk factors, myopia, poor mental health, lower social skills, school attainment, and lower social connectedness. Similar associations are noted amongst adults," Dr Arundell wrote.

The increased dependency on video conferencing tools to replace loss of face-to-face meetings led to the infamous 'Zoom Fatigue'. A study using a sample size of more than 10,000 people to analyse the causes and impacts of this, found 'nonverbal mechanisms' to be responsible. These include the feeling of being trapped due to a lack of ability to move from the screen, hyper gazes from a grid of staring faces, and the cognitive overload of producing and interpreting nonverbal cues over video calls.⁵

The study also found digital fatigue to impact women more than men, regardless of ways of the zoom background or personality type. They noted that this is significant to understand due to existing inequities and the pressure these place upon women's lives. Australian women engage in 30% more unpaid care work (domestic tasks such as cooking, cleaning, home maintenance, and child care) than men a week.⁶ According to the

Mums are
28% more likely than
working Dads to
experience burnout

McKinsey Institute, women are already experiencing unprecedented levels of general burnout in the workplace, almost double the rate of men.⁷ A separate study of working parents found that working Mums are 28% more likely than working Dads to experience burnout.⁸

'Digital detoxes', defined as periods of time spent refraining from technology, are growing in popularity. Retreats are popping up around the globe, promising luxurious opportunities to recharge. However, escaping to the woods or tropics isn't your only option to disconnect.

In the workplace, opt for old-school note-taking measures or print out some of your work to give your eyes a rest from your screen. Skip the Netflix binge and switch off with a book, engage with your children by colouring in or doing some tactile paper crafts. Working, thinking, viewing the world in the 'physical' is a switch off and balance we all need.

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⁵ National Library of Medicine, 'Nonverbal Mechanisms Predict Zoom Fatigue and Explain Why Women Experience Higher Levels than Men', 2021

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THE MEDIA IMPACT

| George Tzintzis



With every moment of life, we consume energy.

Energy consumption has increased, at a rapid rate since the industrial revolution, along with the increases in productivity it brought. Energy consumption leaves footprints, carbon footprints, and while some pollutants we can see and smell, others are not so easy to recognise.

The shoes on your feet, were produced emitting carbon. The clothes you're wearing, black balloons of carbon. The watch that navigates your day, you guessed it, full of CO₂ residue. Media, across all channels, carry a footprint and we need to measure accurately.

If you consume, you emit. With the majority of us plugged into the land of media, the environmental cost of its production is often missing from the conversation. Whether watching TikTok until 3 am, flicking through catalogues for the latest sales over a coffee, or listening to breakfast radio while merging lanes on the freeway, each and every one of our media behaviours leaves behind a trail of CO₂e.

CO₂e is the scientific code for carbon dioxide equivalent, a term used for describing different greenhouse gases in a common unit to help measure our impact on the environment.¹

From wood pulp, ink, camera operations, data storage - whatever it may be, there are environmental costs that come with producing and enjoying a newspaper or a TV segment. What's most interesting of all, is that not all media is created equal. Knowing how and why is all part of the journey.

Let's take a look at the different types of media we consume and what their emission output looks like.

If the internet were a country, it would rank 5th for the amount of energy it uses, sitting just below Japan.



Watching TV for 63 hours is equivalent to driving 3345.3km. In that very same car, you could drive from Wellington to Auckland five times over.

Social

Some of us make a conscious effort to reduce our carbon footprint. We recycle our plastic bottles, take our reusable bags with us when we go grocery shopping and use public transport whenever we can. However, if you spend all your time on TikTok, the fastest growing social media platform, the carbon footprint of your life might not be what you think it is.

Spending 145 minutes on TikTok every day for a year causes nearly 140kg of CO₂e, which would be comparable to driving a standard car for more than 563.27km.² When you multiply that by millions of TikTok users around the world, the impact becomes clear.

The environmental damage caused by Instagram isn't much better either. Posting a photo emits 0.15g of CO₂e or scrolling on your newsfeed for 1 minute emits 1.5g of CO₂e. It might not seem like much, but the average user spends 28 minutes scrolling daily which amounts to 42g of CO₂e every day,³ which equals 15.33kg of CO₂e yearly for just one social media platform.³ Instagram currently has 1 billion million users every month.

If we multiple that by the five other social media platforms, the average consumers have in their phone, the numbers speak for themselves.

Digital Search

According to Greenpeace, if the internet were a country, it would rank 5th for the amount of energy it uses, sitting just below Japan. In context, it sounds fairly shocking.⁴ Businesses, such as Google, whose core deliverable is directed online, are finding new ways to make it 'cleaner'. According to Google, each internet search had a CO₂e footprint of about 0.2g a decade ago. Today, Google mixes renewable energy and carbon offsetting to reduce the carbon footprint of its operations, while Microsoft, it's competitor, which owns Bing, has promised to become carbon negative by 2030.⁵

According to Google, someone who performs 25 searches a day using their services, watches 60 minutes of YouTube, has a Gmail account and accesses some of its other services, produces approximately less than 8g of CO₂e a day. Which, if we're going down the path we've been going, is only a small trip to your local supermarket and back in a standard car, maybe even less.⁶ That said, this emission only captures the viewing of the media and not the manufacturing footprint of hardware, software or content being viewed. Those figures are excluded from Google's analysis.

Email

An email's carbon emission all depends on the size of the email itself and what's attached to it. A typical year of incoming mail adds up to 135kg of CO₂e, which is the equivalent to driving 321.8km in a standard car.⁷ This is equivalent to driving from Sydney to Newcastle and back (maybe just a little under).

When considering email emissions and size, spam email roughly produces approximately 0.3g CO₂e, whereas a regular email produces 4g CO₂e, and an email with a photo attached produces a staggering 50g CO₂e in comparison.⁸ Again, depending on the size of the email and the size of the image attached to it, these statistics could be higher.

But not just the size of the email, the data for this could change depending on the device you a viewing the email. Your mobile, laptop and desktop all run on different levels of energy, meaning, they produce different levels of carbon emissions. Email content production, hardware and software again are absent from global analysis, which is why we should look for devices.

Devices

Different devices used to view media generate carbon emissions at different rates and are also produced differently. There are so many variables involved it can be hard to track the exact total of carbon emissions used to produce/use these certain devices. However, we've researched the following.

Apple's Environmental Reports suggest that a 24-inch Apple iMac desktop, during its life cycle, will produce 481kg CO₂e. Apple says 45% of that goes to production, 10% to transportation, 44% to the use of the device and <1% to its end-of-life processing. Apple also says that it takes 77kg CO₂e to make an iPhone Xs Max 64GB model and 86kg CO₂e to produce an iPad Air. Another find is that 30kg CO₂e is produced in making an Apple Watch Series 4, and that it also takes 233kg CO₂e to produce a 12-inch MacBook⁹ - this is equivalent to driving 353.1km in a standard car. Multiply that by all devices, all channel outputs and content production footprints ... the tally is rising.

Television

The Television industry has developed impressive carbon calculators that help production teams assess their footprint and curtail unnecessary emissions. The British Broadcasting Corporation (BBC) has also implemented a policy that requires carbon reporting for all of its productions over the next ten years.¹⁰ For television, the data from 159 one-hour scripted dramas showed that the average carbon footprint per episode was 77 metric tonnes of CO₂e. The ½ hour scripted single-camera shows had a carbon footprint of 26 metric tonnes, and the ½ hour scripted multi-camera averages 18 metric tonnes. While unscripted shows had a carbon footprint of 13 metric tonnes.¹¹

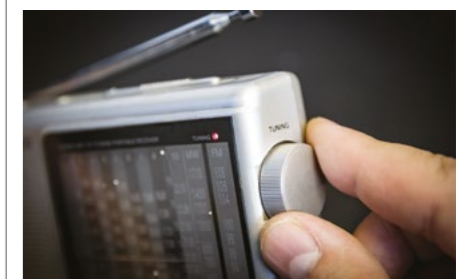
On the consumer side of Television, one hour per day on the 32-inch LCD comes to 35kg CO₂e per year - equivalent to a 53.1km drive in an average petrol-powered car¹². While Broader Video on Demand (BVOD) or streaming is proving to be hugely popular, it's important to remember that Australians spend on average over 55 hours per month watching broadcast TV.¹³ And just across The Tasman Sea, 15.75 hours of TV are watched, on average, every week by New Zealanders,¹⁴ which works out to be approximately 63 hours a month. So, whether free to air, with 15 minutes

average advertisement time per hour, or streaming, with programmatic media, the entire viewing and production footprint is significant.

Now if we do the math, watching TV for 63 hours is also equivalent to driving 3345.3km in a standard car, which approximately works out to be like driving from Wellington to Auckland five times over.

Radio

Since radio's introduction in the 1890s, there have been many improvements to the channel's sustainability practices. However, radio does emit a large amount of carbon when producing a segment and whilst listening. A conventional 20W radio turned on for two hours a week by one person will produce approximately 18,000 tonnes of CO₂e a year.¹⁵



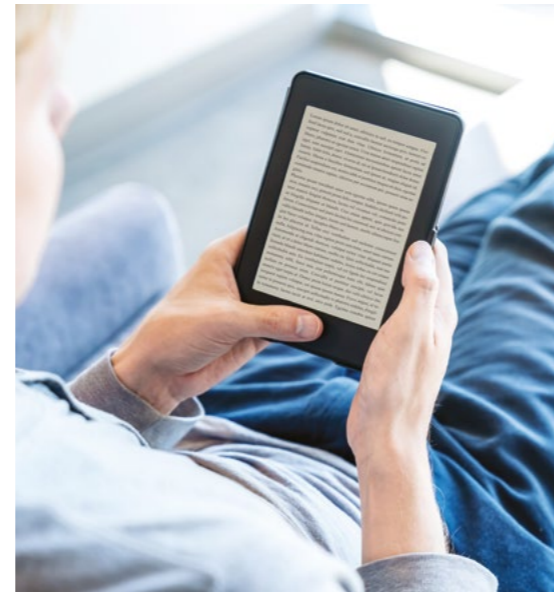
The myth here is that paper is energy intensive and has a high-carbon footprint. The fact is paper has one of the lowest carbon footprints across all media.

Catalogues

While you may think flicking through Aldi’s specials in their catalogue could cost you on your sustainability street credibility, the claim that going digital is more sustainable isn’t always the case. Staying in supermarkets, every Coles customer who spends 60 seconds browsing a digital catalogue will emit 12g of CO₂e. This is high in comparison to viewing a printed catalogue for a day and only emitting 0.5g of CO₂e,¹⁶ which is equivalent to turning your average standard car on and off again. Not to mention all catalogues are made from a renewable resource using biodiverse and planted forestry principles, and the paper making process is powered by hydroelectricity from Tasmania. The printing process does emit and producing a catalogue using fossil fuels can emit an average of 0.12kg per page, but this reduces if a printer is using renewable energy sources.

Magazines

One of the most respected magazines in the world, *National Geographic*, took up the question of how much carbon it emits producing the magazine itself. They financed a study completed by the ‘International Journal of Life Cycle Assessment’ which showed that the average life cycle of a *National Geographic* magazine produces only about 0.82kg of CO₂e.¹⁷ The quantity of greenhouse gas emissions per life cycle of each National Geographic magazine produces about the same quantity of greenhouse gases as driving a standard car over a 3km distance.



Newspapers

The myth here is that paper is energy intensive and has a high-carbon footprint. The fact is paper has one of the lowest carbon footprints across all media. Mike Berners-Lee used his kitchen scales to work out what the approximate carbon footprint of various newspapers would be if they all used averagely carbon-efficient paper stock and printers.

The results were as follows:

- 0.3 kg CO₂e the Guardian Weekly, recycled
- 0.4 kg CO₂e the Sun, recycled
- 0.5 kg CO₂e the Daily Mail, recycled
- 0.8 kg CO₂e the Guardian, recycled
- 1.8 kg CO₂e a ‘quality’ weekend paper, recycled
- 4.1 kg CO₂e a ‘quality’ weekend paper, sent to landfill¹⁸

The Tasmanian paper mill, Norske Skog, is in fact carbon positive due to its hydroelectric energy supply and reforestation schemes. Many papermills use the waste bark and lignin from the trees as the energy source, often producing more energy than it requires to make the pulp and paper itself. In Japan, energy conversion programs see the excess energy being sold back to the Japanese energy grid, something the Australian industry is reviewing in Victoria and hopes to be implemented in the near future.

Conclusion...

Additionally, the Australia and New Zealand print industry can stand tall in its environmental credentials. It has reduced its carbon footprint by more than 90% since 1990, while printing machines have also reduced energy use by around 40% every ten years. Even more so, since the early 90s the entire industry has reduced chemical use by a staggering 98%.¹⁹

To conclude, ‘carbon foot-printing’ and an ‘apples with apples’ comparison is complex. Some channels record CO₂ on viewing, while others across the true cradle-to-grave model record production-to-output. A processed-based life-cycle analysis is the most common approach to carbon foot-printing and is often referred to as the ‘bottom-up’ method. This is because of the need to identify one by one all the processes that have had to happen in order for a product to be created. Eventually, you add up the emissions from each process and that’s the footprint of the product.

So, while some channels miss a few steps, some overstep. The key finding here is that if we are to finitely measure carbon emissions, we must remain vigilant. Research and analysis show that the argument of whether new media has a lower footprint than established media is debunked. It can cost more in CO₂e to keep things running, rather than producing a single once-off product.

In the words of Dr Phillip Lawrence, senior lecturer and pulp and paper industry expert, “It is fundamentally wrong for any business to make environmental claims that cannot be justified by detailed analysis. If brands did rely on peer-reviewed, fact-based researched on the environmental decisions they made, it is more likely they would not be advertising online or on television screen.”²⁰



Sources:

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SPICERS ENVIRONS SUSTAINABILITY PACK

RESPONSIBLE CHOICES MADE EASY.



Spicers are committed to operating sustainably. Our focus is on meeting the needs of today's market without compromising the ability of future generations to meet their needs.

'Meeting customer environmental requirements has been a growing strategy for Spicers. We have looked at the whole process from product manufacturing all the way through to how our customer can dispose of the finished material. It has been our focus to ensure that we can confidently say we are partnering and collaborating with our suppliers and customers to help preserve the earth,' says Wayne Hood, Spicers Sign & Display Portfolio Manager.

As a solutions-focused company with a passion for supplying quality print, packaging and signage products, we create innovative and sustainable solutions for some of Australia's leading brands.

The Spicers Environs Sustainability pack includes leading industry brands, and our tested and approved substrates are sure to perform both technically and aesthetically during all processes. Our product portfolio includes a range of sustainable paper-based, polypropylene and non-PVC products.

Environs includes a sustainability statement, sustainable targets and practices, tips to consider for sustainable product design, the sustainability loop, green guide, fine paper & packaging boards, applications and features icon guides and glossary.

'Responsible sourcing is an important part of our sustainability approach. We conduct comprehensive due diligence to ensure our suppliers source wood fibre from legal and well-managed forestry (with a preference for internationally recognised forest certification schemes) or recycled sources. Wherever possible, we seek to offer recycled, Australian made and carbon-neutral product options,' says Ken Booth, Spicers General Manager Supply Chain & Product Segments. 'We are also proud to partner with manufacturers and suppliers with similar approaches to sustainability,' adds Ken.



Spicers Environs Sustainability Pack is an education tool and resource for designers, specifiers and converters.



SUSTAINABLE CHOICES

FIBER BASED

Our paper-based offering provides you with a market leading range of essential substrates in a coated and uncoated finish as well as some unique products that stand out from the crowd.

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- Ace Screenboard Kraft
- Ace Outdoor
- Reboard
- Digistar Hi-Bulk 1/S
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- Bauhaus Techplot
- Bauhaus Photo & Poster Paper
- Bauhaus Styline New York

POLYPROPYLENE

Our polypropylene rigids offering provides you with a versatile material that is suitable for a multitude of applications with a recycled program.

- Corflute
- Encore 100% Recycled Corflute
- Promeg

NON PVC

The Non PVC Vinyl range offers a greener solution to meet the growing interest and demands in the market.

- 3M Envision
- Kavalan

'The Spicers Environs Sustainability Pack is an education tool and resource for designers, specifiers and converters. It informs our customers how they can make sustainable choices by considering materials, production processes and how they market their products, its use and its end of life.' says Cyndi Setia, Spicers Marketing & Design Manager. 'Economic, storage weight, environmental and production requirements are key factors when selecting the right stock. Spicers offers a range of sustainable options with green credentials which help our customers and their clients achieve their sustainability goals.' Sustainable product design means better environmental outcomes and can also reduce operating costs by lowering energy consumption.

The Spicers Environs Sustainability Pack includes a comparison chart which features key credentials:

- FSC® Certified
- PEFC Certified
- Australian Made
- Biodegradable
- PVC Free
- Recycled Content - Manufactured with post-consumer, pre-consumer waste or both used in a product.
- Fully Recyclable (Kerbside) - Waste which can be placed into your home recycling bin as it is. Recycling diverts materials from the landfill waste stream to material recovery.
- Recycle Collection available - Specific services, locations or drop off points for collection of recyclable waste.

Credentials
Sustainable choices compares all products based on green credentials



Corflute
A polypropylene option suitable for outdoor and indoor applications and is supported by a recycling collection program.



Re-Board
An FSC certified rigid paper core board with a unique engineered fluted core. This strong and rigid but very light-weight board is easy to transport, assemble and disassemble.



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TOTAL RECALL

| George Tzintzis

The war on plastic is impacting our every day, specifically single-use plastic products require a re-think. Designed to be used once and then thrown away because they're cheap and convenient, plastic has a cost. Australia & New Zealand are joining the rest of the world to remove plastic from our every-day lives.

With 60% of all litter in NSW coming from plastic packaging and single-use plastic items, the NSW Government has recently passed legislation to stamp out single-use plastic. Under the Plastic Reduction and Circular Economy Act 2021, the government has sought to prevent an estimated 2.7 billion plastic items from entering the coastal, marine and bushland environments in the state over the next 20 years.

The legislation provides a comprehensive framework that will help NSW residents towards achieving a circular economy.

Other states in Australia are following NSW's footsteps, having already banned certain single-use plastic items with many other proposed items to be banned by the year 2025.

NSW Minister for Environment James Griffin said, "the new 'Stop it and Swap it Campaign' is a stark reminder of why the NSW single-use plastic ban is critical to our environment."

"As consumers we must all change our behaviour," said Griffin, furthering that "about 95% of the litter on beaches and waterways comes from suburban streets, and the vast majority of that litter is single-use plastic. The amount of plastic in our oceans is predicted to outweigh the amount of fish by 2050."

New Zealand has already banned most single-use plastic bags in 2019. However, the changes will now include packaging for produce as well as a range of other items between 2022 and 2025.

New Zealand is currently one of the top 10 per-capita producers of landfill waste in the world, and so it has announced it will ban a wider range of single-use plastics.

"Every day, New Zealanders throw away an estimated 159g of plastic waste per person, making us some of the highest waste generators in the world," the environment minister, David Parker said.

The bans, running between 2022 and 2025, will "ensure we live up to our clean, green reputation," he said.

Officials estimate that the new policy will remove more than 2bn single-use plastic items from the country's landfills and environment each year.

Now that's a great example of governments doing good!

Sources:
NSW Government, 2022
NSW Government Environment Protection Authority (EPA), 2022

KEY FACTS

- 1) From 1 November 2022 bans will apply in NSW to single-use plastic straws, stirrers, cutlery, plates, bowls (without lids) and cotton buds, expanded polystyrene foodware and cups, and rinse-off personal care products containing plastic microbeads.
- 2) Plastics never completely degrade. They decompose which can take anywhere between 20 to 500 years.
- 3) Single-use plastic break into smaller pieces of plastic that can be ingested by wildlife, killing or injuring them, and can even enter the human food chain impacting health.
- 4) 575 million plastic items were littered in NSW in 2019.
- 5) The phase out of single-use plastic items will help prevent an estimated 2.7 billion items of plastic litter from entering our natural environment and waterways over the next 20 years.



GREEN WASHING

| Diane Sainato

Two Sides is a global initiative spanning twelve countries and areas working to promote the responsible production and use of paper and print. Two Sides dispel common misconceptions and myths damaging a sector that employs 258,000 Australians and 38,000 New Zealanders by providing verifiable information on the environmental credentials of the industry.

Two Sides certainly has its work cut out for it with a variety of organisations, banks, utility companies and telecommunications providers persuading their customers to 'go paperless' or 'switch to digital statements' in the name of 'saving the trees' and reducing environmental impact. It is crucial that we address these claims, as they are misleading and inaccurate, unsupported by any reliable scientific evidence or life cycle analysis.

The truth is that printed products are not environmentally destructive, they are one of the most recyclable and renewable forms of communication there is. Papermaking is an inherently sustainable process, and providing an organisation is sourcing its paper responsibly, there is no need for concern or transition to digital statements.

In fact, contrary to these companies' claims, electronic correspondence and statements do not come without consequence to our environment. Our digital devices, the internet, and the systems that support them, all have carbon footprints. This footprint accounts for almost 3.7% of global greenhouse emissions, not to mention the colossal issue of electronic waste, with 53.6 million metric tonnes of electronic devices and waste being disposed of in 2019.

Rather than genuine environmental care or initiatives, the transition to digital statements is often driven by a desire to reduce cost. Many consumers are aware of this too, with research by Toluna finding that 49% of Australian and New Zealander respondents believe

that organisations promoting digital as better for the environment do so to save on cost. Not only is pushing the switch to digital communication misleading, but it also removes choice and preference from consumers. 74% of Australian and New Zealander respondents of the Toluna survey believed that they should have the right to choose how they receive communications from their service providers, whether that be printed or electronically.

Two Sides works to actively confront greenwashing by monitoring the communications of companies and informing them on the basis of science and fact. We have recently commenced a top 200 company review to ensure any greenwashing across the industry is minimised. Conducting an annual review like this provides a proactive engagement approach as opposed to addressing greenwashing once it has occurred.

This is essential because many of these companies have a large reach, and any misleading claims can have a harmful impact on consumer perception of paper and the reputation and revenue of our industry. Greenwashing leads to an annual loss of more than \$500 million AUD of value to the paper, print and publishing industry worldwide, according to a 2021 study by Two Sides and Toluna.

The widespread adoption of environmental values and consumer preference for sustainable products is well known, and as companies have looked to capitalise it has led to an increase in greenwashing.

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Digital devices,
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almost of global
greenhouse emissions

An anonymous survey by the Harris Poll for Google Cloud investigated corporate green washing behaviour by interviewing 1,491 executives from a wide range of industries around the world. They found that despite 80% of the executives giving their companies an 'above average' rating for environmental sustainability, two-thirds questioned the genuineness of their company's sustainability efforts.

The Australian Competition & Consumer Commission has increased its focus on the issue too. They have made it quite clear in the last year that they will not tolerate any greenwashing behaviour, and are taking enforcement action against companies that deceive or mislead consumers. Their guidelines clearly state that no business or company should falsely claim that their goods or services have capabilities or effects that they do not have and any environmental benefits claimed must be substantiated.

As Two Sides continues to correct misinformation about the paper and print industry, they must ensure they do not engage in any similar behaviours of greenwashing. Abide by and refer to the ACCC guidelines and when promoting or presenting the environmental attributes of your products or initiatives, do so in a way that is clear, sincere, and verifiable. If you are unsure, double-check. By doing so we can continue to stand tall in environmental merit and record and together ensure the efforts of the industry are represented with fairness and accuracy.

AUSTRALIA'S MOST TRUSTED & DISTRUSTED BRANDS

LOOK, LISTEN. LEARN.

■ Lilian Bernhardt

The quarterly results of Roy Morgan's analysis of Australia's Most Trusted & Distrusted Brands demonstrates print attractiveness as a channel for marketers and companies to utilise, for trust and loyalty among customer bases.



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Roy Morgan recently revealed the least and most trusted brands in Australia of the quarter ending June 2022.

The Value of Trust

Roy Morgan CEO Michele Levine presented the results and stressed the important role trust plays in retaining customer loyalty, brand reputation, and the ability to collect first-party data, a valuable market asset.

“In a digital world where first-party data is replacing cookies, trust makes first-party data possible. If I don’t trust you, I’m not going to give you my personal details,” said Ms Levine.

Unilever were presented as a success story of public trust, stating that more than three quarters of their market capitalisation is made up by trust, “their most important value driver.”

Changes in Trust Levels

The June quarter demonstrated no changes in the top six most trusted companies, with Woolworths retaining the top spot. Apple, Samsung and ABC improving by two spots, and Wesfarmers made the ‘Top 20’ for the first time. Wesfarmers were nominated by Australians for qualities such as ‘community mindedness, integrity, and social conscience.’

Facebook, Telstra and Amazon kept their places as the most distrusted companies, while NewsCorp moved up from 5th to 4th place. Harvey Norman faced a significant drop in distrust, and the largest drop of any company, shifting from 17th most distrusted to 6th.

What connects the most trusted companies? What channels are the most trusted brands utilising? The answer is

Trust can make or break a brand and in a fickle consumer landscape, understanding which channel to use across the consumers engagement path is critical to retaining, building and entrenching trust credits.

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She also commented on the damaging consequences experienced by companies on the other end of the trust scale.

“Facebook, Johnson & Johnson, Rio Tinto and AMP are all examples of companies whose market value, revenue and leaderships have been materially impacted by brand shock and deep distrust. This threatens the social license to operate of entire industries.”

The research found that distrust for companies like Facebook, the most distrusted among all brands, for concerns regarding to data security and privacy, has wider reaching impacts on the reputation of the industry they belong to.

Print has been proven to create higher levels of engagement, and to foster a sense of trust and emotional connection amongst consumers. The most trusted brands understand this intrinsically. Woolworths, who ranked first in the survey, is known for their commitment to the print and letterbox channel for advertising, producing more than 5.5 million catalogues per week for distribution. Woolworths is owned by Wesfarmers, who has entered the top 20 for the first time, and also owns companies such as Bunnings and Officeworks, known to utilise letterbox and print for acquisitional advertising, custom publishing for awareness and equity, newspaper for spot recall.

Apple, which was voted as the 7th most trusted brand, and is world renowned for its digital devices, utilises the power of fibre-based packaging for optimal customer experience and connection. In the book, *Inside Apple*, author Adam Lashinsky shares insight into the thought processes and strategies of former CEO Steve Jobs. The sleek cardboard boxes iPhone and iPads arrive in, were a source of meticulous design and deliberation for Jobs, as he worked to create an element of anticipation, quality, and beauty for customers to enjoy, before they even turned on their devices. The use of fibre-based packaging is one that has proved incredibly successful for the brand, remaining an iconic part of the Apple experience and setting Jobs, once again ahead of his time.

“How a customer opens a box must be one of the last things a typical product designer would consider. Yet for Apple, the inexpensive box merits as much attention as the high-margin electronic device inside”, wrote Mr Lashinsky.

It isn't just the trusted companies who are familiar with the personalised, human feeling and power of print. Distrusted companies have been known to rely upon it in times of crisis. In the aftermath of the Cambridge Analytica scandal, Facebook, who ranked the most distrusted in the survey, lent upon print to repair their damaged reputation and trust levels amongst platform users. A full-page ad in multiple newspapers including *The Washington Post*, *The New York Times*, *The Wall Street Journal*, six UK papers, direct mail and a new custom magazine, *Grow*, were all released to issue an apology and build human connector communication channels.

Trust can make or break a brand and in a fickle consumer landscape, understanding which channel to use across the consumers engagement path is critical to retaining, building and entrenching trust credits.

Sources:
¹ Roy Morgan, 2022



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 07 3865 3969





SUSTAINABLE PRINT

| Lilian Bernhardt

You likely won't have to look further than your inbox folder to witness an array of companies and businesses urging consumers to 'go paperless' in the name of environmentalism and sustainability.

However, paper production in Australia and New Zealand contributed to just 0.8% of Australian emissions in 2019–2020. Pulp is biodegradable and paper products can be reused and recycled up to seven times unless prematurely discarded.

The importation and processing of illegally logged timber is a criminal offence in Australia, with the enactment of the Illegal Logging Prohibition Bill in 2012. This removes the harmful impact illegally harvested timber has on forest ecosystems, communities and economies, and it means that a large portion of virgin fibre produced in Australia is FSC & PEFC certified.¹

New Zealand is following suit and recently presented similar legislation (The Forests Legal Harvest Assurance Amendment Bill) to parliament, likely to be enacted in the first half of 2023.²

We now know the environmental credentials of paper production, but what about printers?

In recent years, manufacturers have made notable efforts to reduce their environmental impact. This is evident in examples such as reduction in waste and chemical use, switches to renewable energy like solar farms, and high paper recovery and recycling rates.

Advance Press, Complete Colour, and The Lamson Group are three print manufacturers putting in the hard yards to be green.

Sustainability is an important value to up to

85%
of global consumers

Industry trade partner The Lamson Group, has been a leader in the industry incorporation of solar, installing 767 panels on the roof of its Sefton factory in NSW since 2018.

The panels receive a little below 305KW per hour and have managed to save the company 235 tonnes of CO₂ a year.

Advance Press began their sustainability journey in 2014 and have since committed to being carbon neutral by 2023. By identifying their four main waste streams: electricity, water, hard waste and liquid waste, Advance introduced a range of initiatives to reduce their overall impact and carbon footprint. They installed a range of solar panelling and LED lighting, in addition to waterless printing plate technology, reducing their annual water consumption by 31,000 litres. Additionally, Advance uses chemical-free printing plate processing which reduces chemical and solvent usage and replaced their solvent containers with sealed lid containers.

“The printing industry as a whole, needs to be aware of its impact on the environment and each and every one of us is responsible for our own situation,” Advance Press CEO Ian Smith said.



The printing industry as a whole, needs to be aware of its impact on the environment and each and every one of us is responsible for our own situation.

Ian Smith, Advance Press CEO

Complete Colour, has been in operation for almost thirty years and extends its eco-consciousness to the ink, paper, and energy they use.

Utilising renewable energy, the company source more than 35% of their power through a 200kW LGC Solar Power station located on site. By opting for vegetable-based soy ink, their printing avoids the harsh impact petroleum inks can create on the environment, with the added advantage of vivid colour creation. They were awarded a 'Wastewise Gold Certification' in 2007 due to 92% of the product entering their site being judged as recycled, reused, or delivered to clients.

“We as business owners are continually looking for more sustainable actions to introduce in our business,” said Complete Colour CEO Tim Michaelidis.

Sustainability is an important value to up to 85% of global consumers who indicated that it has guided their purchasing behaviour in the past five years.³ Consumers and marketers can rest easy knowing that the paper and print industry is doing its part.

Sources:

¹ AFPA 'National Pulp and Paper Sustainability Report', 2018

² New Zealand Forest Service, 'Legal Harvest Assurance System', 2022

³ Simon Kucher & Consultants, 'Global Sustainability Study', 2021

PAPER BAGS, THE NATURAL CHOICE

| Josh Birch

There is increasing concern about the overuse of plastic bags and in particular, their contribution to marine litter. Australia and New Zealand governments and retailers have taken action by introducing bans, charges and other initiatives to limit their use. Paper bags present an attractive and practical alternative, due to their natural and renewable attributes.

Society is Concerned About the Over-Consumption of Plastic

There has been growing recognition of the impact that single-use packaging, particularly plastic, has on the environment. There are concerns that little plastic packaging is recycled in Australia and New Zealand and that when discarded irresponsibly, plastics are a significant contributor to marine pollution. It has been widely reported that by the year 2050 there could be more plastic in the ocean than fish.

Between 2016–2017, almost 20% of rubbish found in Australia beaches was attributed to plastic bags and packaging, while paper and cardboard packaging made up less than 5%.

In New Zealand, plastic makes up 78% of rubbish on beaches which poses a high risk to the native wildlife. New Zealand is considered the 'sea bird capital of the world' and sea birds are more at risk of dying due to rubbish consumption than anywhere else in the world.

Introducing Measures to Reduce Consumption of Lightweight Plastic Carrier Bags

Australia has enacted various measures to try to reduce consumption of plastic bags and packaging, with each state and territory committing to the ban of lightweight plastic bags after South Australia led the way in 2009. The New Zealand government banned single-use plastic shopping bags in 2019, and has committed to phasing out single-use plastics completely by 2025.

These measures have encouraged consumers to reuse their shopping bags and retailers to seek alternatives to traditional, non-biodegradable plastic. Since the introduction of these measures, there have been visible reductions in plastic pollution. According to CSIRO, plastic on Australian beaches has reduced by a third in the past nine years. There is not yet enough data to suggest the same for New Zealand at this time, however research does continue.



While textile bags, such as those made from cotton, are undoubtedly robust, research suggests that they need to be reused at least 50 times to achieve the same climate change performance as paper.

How Paper Bags Compare Environmentally

While textile bags, such as those made from cotton, are undoubtedly robust, research suggests that they need to be reused at least 50 times to achieve the same climate change performance as paper.

Comparisons to other heavier materials, such as those used in fashion retail or supermarket 'bags for life', suggest that paper bags can be comparable or even better than plastic alternatives in terms of carbon footprint. Of course, less overall consumption is highly necessary for society to meet the global climate challenges and the reuse of all types of bags, whatever their construction, is to be strongly encouraged.

Paper bags are easily reused and recycled, and made with renewable resources from sustainably managed forests. They are the natural choice for consumers and retailers.



Paper Bags are the Attractive Alternative

The raw material for paper bags, pulp, is a renewable and sustainable resource. In Australia and New Zealand, paper comes from managed regrowth forests or planted forests where the cycle of planting, growing and harvesting is carefully controlled. Australia alone has two million hectares of planted forests and growing, and New Zealand has 1.6 million hectares.

Even if a paper bag is irresponsibly discarded, due to its natural compostable characteristics it will have a relatively low impact. That said, contrary to popular belief, paper bags can be very robust. Kraft paper is especially developed for demanding packaging. Due to its long and strong virgin fibres, it has a high level of mechanical strength. The choice of glue and a proficient construction of the handles add even more to the bag's strength and durability.

20% of rubbish found in beaches was attributed to plastic bags and packaging, while paper and cardboard packaging made up less than 5%.

Paper bags are manufactured from a wide variety of fibre types dependent on what they are being designed to carry. Paper bags made of recycled or, a hybrid of new and recycled fibre is a cost-efficient option for non-food packaging applications required to carry less weight e.g., shoe or textiles/clothing.

The natural attributes of paper also resonate with consumers. According to research by Two Sides, 69% of Australian respondents prefer paper and cardboard packaging because it is better for the environment, 72% like it because it is compostable, and 50% prefer it for being easier to recycle. A study by Consumer NZ showed that New Zealanders are growing frustrated by excessive plastic packaging and prefer the recyclable aspects of paper and cardboard.

Sources:

1. Marine LitterWatch data viewer, accessed March 2019
2. The Guardian, 'The Great Australian Garbage Map', accessed September 2022
3. Forest and Bird NZ, 'Plastic Pledge', accessed September 2022
4. The Guardian, 'New Zealand the most perilous place for seabirds due to plastic pollution', 2018
5. CSIRO, 'Plastic on Australia's beaches cut by almost a third', accessed September 2022
6. Department of Agriculture, Fisheries and Forestry, 'Industrial Plantations', accessed September 2022
7. Ministry for Primary Industries, 'About New Zealand's Forests', accessed September 2022
8. Two Sides UK, Consumers choose paper packaging, 2021
9. Consumer NZ, 'Plastic Not So Fantastic', 2022
10. The Danish Environmental Protection Agency, Life Cycle Assessment of Grocery Carrier Bags, 2018



WATER RESISTANT PAPER PACKAGING

| Sam Upton

With a flurry of announcements by companies launching 100% recyclable water-resistant paper for packaging, we look at how this could transform the packaging industry.

It's widely accepted that paper and cardboard have a wide range of qualities, making them the packaging material of choice. They are versatile, light and protective, with the ability to be printed easily. Then of course, there's the highly significant fact that with a current recycling rate of 87% in Australia and 58% in New Zealand, paper-based packaging is one of the most sustainable forms of packaging available.

There is, however, one superpower that paper doesn't currently possess – the ability to resist water. While this may not be too worrying for the average parcel delivered to the door by van, there are plenty of products within the global logistics network that can be quickly ruined by the presence of moisture, such as electronics and clothes.

Water Resistant

While paper with barrier properties is nothing new, the amount of plastic used in them make them difficult to recycle. This is why the development of 100% recyclable water-resistant paper is such significant news in the world of packaging.

One of the first companies to announce the launch of water-resistant paper for packaging was Mondi who, together with German machine supplier Beck Packautomaten, developed 'Functional Barrier Paper'. The packaging is designed to replace plastic packaging for e-commerce, made of 95% paper, making it recyclable in existing paper waste streams. Mondi also adds that the paper is responsibly sourced, and made from renewable materials.

"All types of goods are being transported around the globe on a daily basis," said Thomas Lutz, the Industry Group Manager of Functional Paper at Mondi Functional Paper & Films.

The global e-commerce packaging industry is worth over \$49.2 billion, meaning there will be no shortage of companies launching new innovations to improve its sustainability further.

"The need to create bespoke packaging that reduces waste, protects a wide range of products and delivers on sustainability targets is enormous. Our FunctionalBarrier Paper enables online retailers to continue reducing the use of unnecessary plastic."

The second paper company to throw their hat into the ring is Smurfit Kappa, which recently launched AquaStop, a water-resistant paper that can be recycled along with standard paper-based packaging. AquaStop is designed to replace single-use plastic in packaging, able to offer the same barrier properties that protect the goods from exposure to water and condensation.

"Our product development team has been dedicated to developing something that offers the required functionality and at the same time is 100% recyclable in standard recycling mills," says Lars Henriksson, the VP of Product Development at Smurfit Kappa's Paper Division.



"This has given a unique combination of functionality and sustainability credentials. The focus is on designing the optimal packaging where AquaStop can replace today's 100% plastic solutions or laminated products which requires special recycling technologies."

The Revolution Starts Here

There's little doubt that recyclable water-resistant paper could transform the packaging industry. With this final tool in the paper packaging toolkit, the e-commerce world could start to phase out single-use plastics forever. The global e-commerce packaging industry is worth more than \$49.2 billion, meaning there will be no shortage of companies launching new innovations to improve its sustainability further. Watch this space.



IN PRINT WE TRUST

FACED WITH AN INCREASING NUMBER OF ONLINE CHALLENGES, PRINT REMAINS ONE OF THE MOST TRUSTED MEDIUMS IN THE EYES OF READERS, CONSUMERS, ADVERTISERS, AND MARKETERS.

| Sam Upton

The most recent Edelman Trust Barometer recorded a significant decline in people's trust of social media, from 43% in 2019 to 35% in 2021.

When was the last time you read a piece of fake news? If you spend a lot of time online, it's highly likely the answer is within the past few days. For some, it could be in the past hour. The scourge of online fake news has become a major problem for the publishing and marketing industries over the last five years, but more worrying is the fact that an increasing amount of people are being taken in by the stories.

A poll by newspaper industry marketing body Newsworks, has revealed that over 8 in 10 people in the UK come across fake news in their day-to-day lives, while over half (52%) admit they have been deceived by fake news at least once. Of these, almost a quarter say they have sometimes been duped, and 6% say that they have been caught out regularly. In Australia, only 36% of our youth believe they know how to tell the difference between fake and credible news.

Of course, a lot of fake news can be immediately discounted (the piece published by fake news publisher Ending The Fed "Pope Francis shocks world, endorses Donald Trump for President" which produced over 960,000 Facebook engagements) but the business of fake news is becoming increasingly sophisticated and lucrative, making it more and more difficult for the user to separate fact from fiction.

A Trusted News Environment

While the rise of fake news generates a deep sense of distrust among the public and a financial headache for brands (analysis by NewsGuard and Comscore found the misinformation industry generates around \$2.6bn in global advertising revenue), it does hold traditional print publishing and marketing up as a shining beacon of integrity.

"With the rise in misinformation from Russia and allegations of fake news driving political behaviour, trusted journalism matters more now than ever before," says Jo Allan, Chief Executive of Newsworks.

The Local Angle

The loss of trust in online media is outlined in the most recent Edelman Trust Barometer, which recorded a significant decline in people's trust of social media, from 43% in 2019 to 35% in 2021. However, in many countries, news is seen as one of the most credible sources of information. AUT's Research Centre for Journalism, Media and Democracy (JMAI) found while only 48% of Kiwis trust news, commercial and community newspapers both sit in the top five most trusted news and information mediums for COVID.

Whether it's for newspapers, magazines, catalogues, direct mail or door drop, the public's trust in print is now translating into positive action from brands and marketers. A recent article in the esteemed *Harvard Business Review* applauded a return to traditional advertising, predicting that B2C service companies would increase their traditional advertising spending by 10.2% over the next 12 months, and B2C product companies by 4.9%, largely led by online retailers.

WHY NOW?

So, what are the reasons for this resurgence? You could point to digital exhaustion or the mistrust people have in digital media. But what it boils down to is the fact that print works. Whether it's giving readers a clear, credible understanding of a story or compelling them to buy a product, print has a compelling power to engage and cause action.

"When used together, traditional and digital marketing can reach more audiences, build and keep trust, and motivate buying from consumers who otherwise might tune out marketing messages," concludes the HBR article.

KNOWLEDGE

Over the next few pages, we will delve into our key insights and research regarding the effectiveness of the five main mediums explored by VoPP. We will be sharing marketing campaigns that have achieved success through utilising the various mediums and the benefits of each one. While each medium has its own individual strengths and advantages, using them in collaboration with one another offers the most impact and possibility to solve any marketing challenge.

Print Marketing

Providing the perfect platform for creativity and innovations, print remains a strong part of the marketing mix.

CATALOGUES

One of the oldest forms of marketing, catalogues are a highly effective sales driver with the weekly highest reach across all media channels.

DIRECT MAIL

With an ROI of up to 40%, direct mail is one of the most effective marketing channels.

MAGAZINES

Magazines are an ideal way to get your brand in front of a key target audience, with millions of people reading them each week.

BRANDZINES

Brandzines are one of modern markets true success stories, with the customer publishing industry boasting a \$16bn global net worth. This success can be attributed to the huge levels of engagement the medium offers brands.

PRINT



A recent print campaign by Heinz relied on the iconic nature of their branding to boost customer loyalty and emotional connection. They conducted an experiment across five continents and 18 countries, to ask a wide variety of people to 'draw tomato sauce' on a label and analyse their intuitive associations. Most people depicted Heinz, sketching variations of their label and distinctive red bottle. These drawings were then translated into magazine ads and outdoor advertising, and an assortment will be featured on a special edition of Heinz bottles.

The campaign resulted in an impressive 1500% increase in conversations on social media about the brand and an 12% uplift in sales. The campaign won them gold at Cannes Lions, and proves the emotional connection customers have to print and paper, and the powerful ability that print has to boost digital media channels when used together.

1500% INCREASE IN CONVERSATIONS ON SOCIAL MEDIA ABOUT THE BRAND

(PRINT POWER, 2020)

5 REASONS

1 CREATIVITY

Print marketing has an immense amount of creative potential, which many brands take advantage of by using innovations such as lenticular inks, holograms, or scented paper and embellishments that add an element of memorability.

2 LEGITIMACY

Print holds a sense of legitimacy contrary to the growing fears of spam, viruses, and privacy invasion that are making people wary on digital channels. Cybercrime has increased by 600% since the beginning of the global pandemic, and it is predicted that ransomware will continue to become the number one threat. There is no imminent danger in picking up a printed brochure and making it an attractive option.

3 RESPITE FROM DIGITAL FATIGUE

Print offers the public an opportunity to disengage from their screens and devices. On average, users spend 6 hours and 13 minutes per day on various devices, whether it be watching TV, utilising social media or reading press media (Global Web Index). The amount of time 16 to 24-year-old users spent online jumped by 10% since last year. It is clear that the tools to switch off are needed now more than ever.

4 A TASTE OF LUXURY

Print can be utilised by luxury brands to create an exclusive look and feel. By using finishes such as foiling and spot UV, marketers can add a luxurious touch to their campaigns and entice their customers through a sense of indulgence.

5 HAND IN HAND

Print and digital should be used in collaboration with one another to ensure the delivery of optimal marketing results. This aligns with research that has consistently shown increases in ROI when print and marketing tools are adopted across one campaign.

CATALOGUES



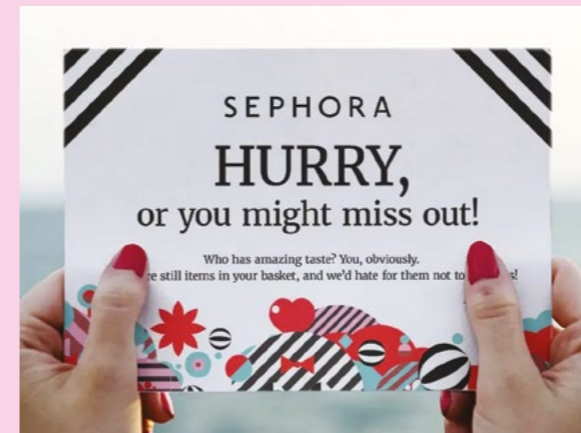
During the Christmas season, Nutrimetics developed a successful catalogue campaign to target their Nutrimetics consultants and the consultants' network of home shoppers. Nutrimetics objective was to create a 'luxurious' Christmas shop front for their 300,000 front-end consumers, and a sales tool to encourage their 50,000 consultants to build their income and boost company revenue.

Nutrimetics distributed 260,000 copies across Australia and New Zealand, having great success delivering three times the sales of a regular monthly catalogue and achieving a 5% retail sales increase from the previous year. Additionally, Nutrimetics received excellent feedback from their consultants directly and from customers on social media. Nutrimetics utilised knowledge of their customer's shopping styles and considered this when producing and customising their catalogue pages.

5 REASONS

- 1 **BUILDING THE BRAND**
Catalogues offer the brand a significant amount of time with their customers, strengthening the relationship and building the brand.
- 2 **INFORMATION - PACKED**
The catalogue is a lightweight and readily available source of information, while still having the ability to answer all customer concerns within its pages. Important information regarding price, look, colour, size, quality and performance of products can all be communicated quickly.
- 3 **ACCESSIBILITY**
The advantage of print catalogues is their ease of use, level of trust and accessibility. They are portable, aspirational and designed to be picked up repeatedly.
- 4 **EFFECTIVENESS**
Working alongside direct mail, online and digital media, the catalogue's ability to have its results measured quickly and accurately is a significant advantage for the marketer.
- 5 **TARGETING OPPORTUNITY**
Since the main distribution method for catalogues is letterbox, targeting is a key element to ensure you are reaching the right prospect. Whatever demographic you are after, you can reach them.

DIRECT MAIL



The test group receiving direct mail had a **16% HIGHER RESPONSE RATE THAN THE GROUP THAT DID NOT**

The Canadian company Prime Data has launched the world's first net-zero carbon direct mail service. The company determined that their largest source of emissions was paper production, transportation, and its internal operations (employee commutes and energy use). They then worked to reduce their impact through targeting these areas. Prime Data prioritises paper vendors with lower carbon footprints, is encouraging its trucking company to switch to electric vehicles, is reducing the weight of its mail, and is encouraging hybrid and work from home situations.

Prime Data helped Sephora address its issue of customer cart abandonment by conducting a test study to see if direct mail could convince a group of 13,000 customers, split into two test groups, to revisit their cart and purchase the items they abandoned.

24 hours after abandoning their carts, both groups received an email that reminded them to purchase their item, containing images of their items. 48 hours after the cart abandonment, one test group was also mailed personalised, 6x9 inch cards containing images of the item in their cart in addition to other top-selling Sephora products.

The results showed the test group receiving direct mail had a 16% higher response rate than the group that did not, making them more likely to purchase the items and go into Sephora physically. Prime Data stated that while this was a preliminary study, it demonstrated the marketing power of personalisation.

5 REASONS

- 1 **MAKE PEOPLE ACT**
Direct mail is the most likely form of communication to receive a response, and the cost of every response is measured with accuracy.
- 2 **PRECISION TARGETING**
Direct marketing works best when it's made for the recipient, with tailor-made content appealing directly to the consumer. Digital printing technology now makes personalisation even easier.
- 3 **INTEGRATION**
Adding direct mail to an integrated campaign can raise the campaign's effectiveness by up to 62%, while bridging technologies such as QR codes and augmented reality make it simple for consumers to go from print to digital.
- 4 **GET CREATIVE**
Direct mail is unique in that mailings can be produced in a wide variety of formats, using different shapes, sizes, colours and materials to create a surprising and memorable brand experience.
- 5 **EFFECTIVENESS**
Reports have demonstrated that people are more likely to read the entire content of a direct mail piece, than they are to read an email.

MAGAZINES



The campaign reached
23.6k
READERS

Magazine Collective lent upon the power of multi-channel connectors when elevating 'The Warehouse' Winter Homewares Range through a series of features to be published on their online content hub, and in two issues of the printed *Your Home & Garden* magazine. Additionally, audiences were able to click and buy directly from the online content they were viewing and directed to the magazines by using innovative shoppable content.

The campaign reached 236,000 readers via print, 138,000 video views and also lead to 5,100 shoppable hotspot clicks and 543 clicks to The Warehouse website.

BRANDZINE



16.2% growth in apparel | **11.6%** growth in cosmetics

Grand Central is a shopping centre located in the regional city of Toowoomba, QLD. Their 'Grand Central Winter' targeted females aged 25-50 seeking inspiration for the latest seasonal trends by drawing inspiration from local parks and gardens. As a result of the campaign, monthly sales in July saw a growth of 2.2% in apparel and 5.3% in cosmetics. In August, the campaign led to a 10.6% increase in homeware sales, 1.2% in jewellery, 16.2% in apparel, and 11.6% in cosmetics across the shopping centre.

5 REASONS

1 ESCAPISM

Magazines offer readers the opportunity to slow down and take the time to sit down with their thoughtfully curated content. Indulging in some screen-free reading time, readers are likely to be more engaged - taking in every single page.

2 BOOST YOUR BRAND

A growing number of magazines are working alongside advertisers to position brand advertisements beside relevant content. This creates a better integrated and reader-friendly approach sure to pique audience interest.

3 INSPIRATION

From education and fashion to home and garden, magazines provide style, beauty and much-needed inspiration to the reader.

4 REACH YOUR TARGET

The design and placement of your company advertisements in publications, newspapers and magazines can help you reach your target audience, whether it be a niche market or the general public,

5 SUSTAINABLE ATTRIBUTES

As one of the most recyclable resources on the planet, paper has a huge advantage over other materials. A survey completed by Toluna found that 47% of 18-to-24-year-olds preferred to read magazines in print forms opposed to digital.

5 REASONS

1 ENGAGEMENT

Brandzines are the most effective medium when it comes to engaging your customer, entertaining and informing them while delivering your brand messages.

2 SUBSTANCE

There's nothing to beat the feel of a brandzine. Taken with its portability, ease of use and a sense of glamour, it offers the reader control and entertainment in one neat package.

3 COMPLEX CONTENT

Print works fantastically well at getting across complex content or marketing messages. If you need to explain something in detail, a customer brandzine is likely to be the best option.

4 EFFECTIVENESS

When it comes to results, customer brandzines are among the best. Print offers a vital guarantee of measurability, with brand awareness, sales tracking and ROI calculated within days of the brandzines release.

5 TARGETING POWER

Customer brandzines can target any number or group of people due to the versatility of its content, from specialist interest to mass market.

FINAL WORD



Simon Dorries

CEO of Responsible Wood on Sustainability
In The Print and Paper Industry

Responsible Wood is becoming the leading forest certification scheme across Australia and New Zealand, tell us about what it is you do and why it's so important in today's climate.

Responsible Wood manages the PEFC scheme in Australia and New Zealand. In addition, Responsible Wood manages the Australian and New Zealand standards for Sustainable Forest Management and the Australian Standard for Chain of Custody for Forest Based Products. We are one of five organisations recognised as a Standard Development Organisation (SDO) by Standards Australia, which means we have our work cut out for us developing standards.

Our new standards recognise climate change and play an extremely important role in managing our forest resource now and into the future.

Are there any trends you are seeing on a global scale in the industry that you haven't seen before? And can this be seen in Australia and New Zealand?

Without question. The push towards a circular economy, security of supply chains, and the emergence of the UN Sustainability Development Goals (SDGs) are the three major trends which have impacted our industry, both on a global scale and specific to Australia and New Zealand.

As we emerge from the post-Covid pandemic, all supply chains have been disrupted and the forest products industry is no different – we have all been impacted for better or worse by the changing geo-political environments. However, the volatility in supply chains further reinforces the importance of forest certification schemes like PEFC and Responsible Wood to demonstrate the sustainability and legality of forest fibre from its source – the forest.

What can we expect from Responsible Wood in the upcoming months targeted towards sustainability?

For Responsible Wood, our focus is on outreach, introducing our new standards and connecting with all stakeholders connected to the PEFC scheme in Australia and New Zealand. Over the past six months we have rolled out workshops throughout Australia and New Zealand, gaining a greater understanding of stakeholders connected to our certified-forests.

In addition, we will be rolling out the 2022/23 Responsible Wood Community Grants Program, which is set to be launched in September 2022. The Community Grants Program seeks to support regional and rural Australian communities to connect with their local certified forests. We believe that through the building of new and/or enhancing existing connections with forests, communities become stronger, healthier and happier.

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We encourage groups to come up with some creative ideas about how to better access, enjoy and improve forests, and to submit a grant application where the funding available is anywhere between \$5,000 – \$15,000. If you are involved in a community connected to a certified-forest and have an interesting project, please apply through our website: www.responsiblewood.org.au

What was the 'uh-huh' moment for you when you realised you could make a difference in the world as CEO of Responsible Wood?

I love what I do, ultimately, I sell sunshine – and what is not to love about selling a better future for you, me, our kids and grandkids.

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