

IMPORTING PAPER AND PLATES

Director at Remata Communications and Printers, Esme Bense discusses how to combat misinformation about the

As print volumes suffer under the current global shipping crisis, the fluctuation of the rand and our own country's economic challenges, the very last straw on the proverbial 'camel's back' is the constant greenwashing our customers receive from digital marketers. Not only is this extremely harmful to our industry, it is also a lie to say that print is not sustainable, is harmful to forestation and not a communication method to use if you want to show how "green you are as a company". Nothing can be further from the truth as set out by [Two Sides](#), an organisation working to promote the sustainability of the graphic communications supply chain and dispel common environmental misconceptions, in many of their articles. They are doing an outstanding global effort to help save our industry so support them in any way you can.

To say we will have a huge problem in the future disposing of all our many digital devices, including electric cars and solar batteries etc, is an understatement and a challenge we as earth's residents will have to battle with down the line.

Meanwhile, we (as an industry) need to stand in unity against the barrage of incorrect information that is in circulation.

This can be done in two ways:

Firstly, we can all use the newly designed "Think Green, Think Print" logo. There is no copyright on it so all can use it. Please do not change it. All background variations are attached so you can add them to your delivery vehicles, delivery notes, or on any form of client communication, on your reception door.... Anywhere! If we all use the logos where we can, it will become our collective endorsement that Print is indeed greener than anyone ever thought.

Secondly, add articles from Two Sides to your client communication as they give more detail on these issues.

<https://za.twosides.info/SA/its-true-weve-successfully-influenced-over-700-organisations-who-are-making-misleading-environmental-claims-against-print-and-paper/>

and download and share their Fact Sheets to further inform and provide truth on printed collateral.

<https://za.twosides.info/fact-sheets/>

I trust that this helps us stand together in an effort to help save our industry.