

# Press Release

**FOR IMMEDIATE RELEASE**

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## *Envelope Manufacturers Association Joins Two Sides*

ALEXANDRIA, Va. (January 11, 2012) – The Envelope Manufacturers Association (EMA) today announced that it has joined Two Sides, the fast-growing non-profit organization established to promote the responsible production, use and sustainability of print and paper.

“Print and paper will continue to be important to the U.S. economy, to the millions of people who depend on the mailing industry for jobs and to those who simply enjoy the experience of ink on paper,” says EMA President and CEO Maynard H. Benjamin. “EMA joined Two Sides to help us expand our own efforts to educate people on the many environmental, social and economic benefits of print and paper and to dispel myths about the medium’s true sustainability.”

“Print and paper have a great environmental story to tell, and Two Sides is committed to spreading the word as our U.S. effort continues to grow,” says Two Sides President Phil Riebel. “Made from one of the earth’s few truly renewable resources – trees from responsibly managed forests – print and paper is the most recycled commodity in the world. The demand for responsibly grown wood fiber to make print and paper products provides a long-term financial incentive for private landowner to manage their lands sustainably instead of selling them for development,” he adds. “And in the United States, the paper and forest products industry contributes hundreds of thousands of jobs to the print and paper supply chain.”

### **About the Envelope Manufacturers Association**

EMA is dedicated to the business activities of manufacturers and printers of envelopes, forms and packaging. The association exists to promote the value of paper-based communications and, in particular, envelopes and printed products.

### **About Two Sides**

Two Sides is an independent, non-profit organization created to promote the responsible production, use and sustainability of print and paper. Started in Europe in 2008, Two Sides is now active in 12 countries, with links to similar projects in Australia and Japan. The organization has

(MORE)

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[www.twosides.us](http://www.twosides.us)

more than 1,000 members that span the entire print and paper supply chain, including pulp and paper producers, paper distributors, ink and chemical manufacturers, printers, equipment manufacturers and publishers. For more information about Two Sides, please contact Phil Riebel at 1-855-896-7433 or [pnr@twosides.info](mailto:pnr@twosides.info), or visit the Two Sides website at [www.twosides.us](http://www.twosides.us).

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