

# Press Release

FOR IMMEDIATE RELEASE



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## ***APS22 Is Honored to Spotlight Speaker Kathi Rowzie of Two Sides North America - Addressing Successful Anti-Greenwashing Strategies***

August 02, 2022 (Columbus, Ohio)

APS22 is proud to have **Two Sides North America President Kathi Rowzie** speaking in two of our educational sessions, August 17th & 18th at 9:15 AM: **“Facts Around the Environment, Paper, and Sustainability.”**

The sessions will focus on print customers – and their customers – and how they are increasingly aware of the environmental impacts of the products they buy and use, and they understandably want to do the right things. But when it comes to print on paper, the right things are often buried under an avalanche of misinformation driven by ill-informed media, competitive interests and anti-paper environmental advocates. Kathi will share the FACTS around the inherent environmental benefits of print on paper and how it contributes to a more sustainable, circular economy.

Recently, Two Sides shared their impressive accomplishments in curbing greenwashing across the U.S. Their ongoing efforts have placed that at the forefront of a very challenging mission – to change organizations’ greenwashing practices and adopt a policy of accurately and honestly representing paper’s impact on the environment, and end claims that going paperless is better for the environment.

In Two Sides recent [July 26, 2022 press release](#) and important update was announced:

“Since its inception, the Two Sides Anti-greenwashing Campaign has eliminated literally billions of instances of greenwashing in the United States and Canada, and the 24 large organizations that removed misleading claims from January through July represent millions more,” says Two Sides North America President Kathi Rowzie. “These type of claims pose a serious threat to the economic security of the more than 7 million people whose livelihoods depend on a healthy North American paper, printing and mailing sector. Our recent research found that 65% of consumers who’ve seen anti-paper greenwashing are influenced to go paperless.”

You can help Two Sides in the fight to eliminate greenwashing and protect North American jobs. If you see instances of anti-paper greenwashing, please send them in a PDF, JPG file or link to [info@twosidesna.org](mailto:info@twosidesna.org).

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**About Two Sides**

Two Sides is a global, member-funded non-profit organization dedicated to promoting the uniquely sustainable attributes of print, paper and paper-based packaging. Two Sides' members span the entire print, paper and paper-based packaging value chain, including forestry, pulp, paper, packaging, inks and chemicals, finishing, publishing, printing, envelopes and mail operators. For more information, visit [www.twosidesna.org](http://www.twosidesna.org).

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**FOR EXHIBITORS**

To join our quickly growing, power-packed line-up, exhibitors can reserve a premier booth location today at a substantially reduced rate compared to other industry shows.

An interactive map makes it easy to review current availability and [book your space online in real-time](#). The exhibitor-friendly Columbus Convention Center is one of the busiest expo centers in North America.

**FOR ATTENDEES**

Attendance is completely **FREE** to the show, to participate in the educational sessions and more throughout our three-day event. Stipends are available for high school and college age students. [Register in advance online](#).

**AMERICAS PRINT SHOW**

**Greater Columbus Convention Center  
400 N. High St. Columbus, Ohio 43215**

**August 17-19, 2022**

[www.americasprintshow.com](http://www.americasprintshow.com)

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