



## #flyers, #print, #PowerOfPaper

While some major retailers are announcing that they want to stop using printed advertising, we would like to take a look at the match between paper and digital.

### Stop paper bashing

No, the European paper producers are not destroying the forest.  
No, digital is not the only solution for green advertising campaigns.  
Yes, paper, like digital, has an environmental footprint.

In this match, we often forget that the paper is a **recyclable material produced in Europe from sustainably managed resources**. It is fully integrated into the circular economy with a European recycling rate of over 70%!

So, let's no longer oppose paper and digital tools but rather think about how to develop a responsible communication and a consistent strategy. Paper can still play a role in it!

Ready to clear up more misconceptions based on proven facts? [Click here for more info](#)

### Paper / digital: complementary depending on use

When choosing a communication medium, it is important to define the usage in order to best meet the needs of the users. To avoid false statements, it is also essential to rely on concrete facts to assess the impact of a campaign.

The Quantis agency conducted a **life cycle assessment** to evaluate the environmental impacts on ecosystems, climate change, health, resources and water. Several scenarios were analysed, including the promotion of a large retailer. A 36-page unaddressed colour catalogue distributed through letterboxes was compared with promotional content via a mobile application downloaded after receiving an email and viewing video content. The result is clear. Only the criterion of land use favoured digital.

The printed catalogue has better results than the digital device (emailing & mobile application) for 15 indicators out of 16. Among them:

2,2 x **CLIMATE CHANGE**  
Digital has 2,2 times more impact than paper on this indicator

4,3 x **USE OF FOSSIL RESOURCES**  
Digital has 4,3 times more impact than paper on this indicator

20 x **FRESHWATER EUTROPHICATION**  
Digital has 20 times more impact than paper on this indicator

Source: Quantis / Mediapost

Other studies have been carried out proving the **"drive to store"** effect and the positive impact of print advertising on the consumer **purchasing power** (Kantar Wordpanel study in partnership with BALmétrie).

Finally, print advertising **supports employment and the real economy** in the national territory (EY study in partnership with Culture Papier).

[For more information on the studies, click here](#)

## Our new CSR report is available



Download it by clicking here or on our website [www.norskeskog-golbey.com](http://www.norskeskog-golbey.com)

Enjoy your reading



## Golbey - BOX project

### Project is progressing on schedule

PM1 is now shut down and work is progressing according to plan. There is more activity on our site every day and the mill is slowly becoming an anthill.

[To view or review the evolution of our site in video \(October 2022\), click here.](#)

[Discover the last developments in pictures:](#)



Indoor of the containerboard warehouse



WWTP / new biogas unit



Former wood yard (OCC yard)



Foundations for the winder

## A responsible and leading European newsprint producer

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