



TRMC launches Industry Insights series and unites Associations

Embargoed to Thursday 3rd September

The Real Media Collective (TRMC) has announced a continued campaign to challenge misrepresentation of the paper and print sector for brands and marketers across Australia and New Zealand. The newly launched Insight Series will include exploration of key areas of strength the paper and print sectors offer for those managing marketing budgets.

Following the recent Coles Supermarket (Coles) announcement, TRMC have been on the front-foot to defend the industry. Challenging the negative claims made that using less paper saves trees as well as other environmental myths and suggestions print is no longer an effective marketing channel.

“Our industry has long endured claims that paper is bad for the environment which is simply untrue. Paper comes from a renewable resource, tree farms are important carbon sinks and household paper product recycling rates in Australia is one of the highest in the world at 87%,” commented Kellie Northwood, CEO, The Real Media Collective.

To deliver the campaign a ‘call to arms’ was issued and the Australasian Paper Industry Association (APIA), by unanimous vote, did not hesitate in supporting a funding provision. APIA is made up of Antalis, Ball & Doggett, Direct Paper, Elof Hanssen, Norske Skog, Opal (Australian Paper), Sappi Fine Paper and UPM Kymmene – and already have a long-term partnership with the Two Sides environmental campaign that TRMC hold the regional license of.

“We have held a working partnership with APIA for many years and it is these projects, when the paper and print sectors can partner with a united goal to defend the industry, that these partnerships are most important. I would like to personally thank each and every APIA board member company for not only supporting the industry campaign with this funding, but also for the unanimous support they all provided. It really is a welcome support from our print members and broader industry during this time when we have been treated unfairly,” commented Northwood.

The Insight Series will explore key areas of effectiveness to ensure print remains an important part of the marketing mix. The first will kick off with ‘Navigating through a pandemic’ a paper exploring the importance of print when working through the COVID period and how to strengthen your brand through recovery. Members will be issued the Insight Series prior to public release for their customer discussions, a media campaign will also be developed using the content and key stakeholders will partner to provide expert environmental and marketing opinions.

Key stakeholders announced include: Professor Phillip Lawrence, widely revered as the sustainability expert across paper substrates, Malcolm Auld, an industry advocate, marketing Lecturer at the University of Technology, Sydney and published author to provide retail and brand marketing advisory. International research from Peter Field, Les Binet, Mark Ritson and more is also being included.

“The research, the readers and Australians report paper and print are highly valued, and it is our job as an industry to communicate the research and expertise that supports the strength of our channel



to our customers. We also need to arm our members, for any discussions they may be having with customers about investing in print. Print is effective, well read and a better environmental choice than other channels,” concluded Northwood.

Media Information

The Real Media Collective (TRMC) is an industry association representing the collective interests of companies in the paper, print, publishing/media, magazine publishing, advertising, mail, packaging, design, graphics, and related distribution sectors across Australia.

Kellie Northwood is the Chief Executive Officer of The Real Media Collective, an industry association representing the paper, print, publishing, mail and distribution sectors across the Australian and New Zealand landscape.

Northwood also holds the Executive position for the Australasian Paper Industry Association (APIA).

The Real Media Collective partnered and leads the Keep Me Posted campaign, lobbying for customers to not be charged for paper billing and statements. www.keepmeposted.org.au

For more information contact: 03 9421 2206 or hello@thermc.com.au

www.therealmediacollective.com.au