



TRMC gains support – Visual Connections joins APIA to fight for industry

Immediate Release

The Real Media Collective (TRMC) announced earlier this month a continued campaign to challenge misrepresentation of the paper and print sector for brands and marketers across Australia and New Zealand. The newly released 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 (Antalis, Ball & Doggett, Direct Paper, Elof Hanssen, Norske Skog, Opal (Australian Paper), Sappi Fine Paper and UPM Kymmene), were the first to offer support.

This week Visual Connections has announced its funding and campaign support.

“Visual Connections represents the suppliers of the print and signage industries and these claims impact our members. We are a founding member of the programs The Real Media Collective offer to the industry and proud partners, this call to arms was unanimously agreed by our Board and Members to work together to address industry concerns,” commented Peter Harper, CEO, Visual Connections.

“From GAMMA to Visual Connections, TSA Limited to The Real Media Collective we have held a valued partnership for many years with mutual members, partnered projects, government submissions and more. There was no hesitation from Visual Connections when we reached out to their CEO and President and I want to thank not only their Board but also Peter and Mitch for really supporting the proposal. It is more important, now more than ever, to fight for our industry and strengthen our industry voice against these misleading claims,” furthered Northwood.

The Insight Series first issue has been released this week and explored the importance of Online Retailers using physical media channels to promote a ‘genuine’ presence to customers. Citing Boston Consulting and Harvard Business Review papers that outline print media provides a more memorable and visual experience with the brand. When considering ‘recession proofing’ the document highlights that providing customers a stable and consistent communication through the pandemic and the impending recession will be critical for brand survival. Data responsibility and pushing the media channels harder than ever were also key points with current examples of companies fined for data misuse and examples of brands pushing print media further.



“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

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www.therealmediacollective.com.au