

## TRMC ANNOUNCES INDUSTRY PARTNERSHIP WITH RESPONSIBLE WOOD

### *Immediate Release*

The Real Media Collective announced today a partnership with standard development organisation, Responsible Wood, who manages the PEFC certification system in Australia and New Zealand.

TRMC has long held the regional licence for Two Sides, promoting the environmental credentials of paper and print products across Australia and New Zealand, and announced earlier this year the Two Sides campaign would be extended in 2022 to a consumer campaign – Love Paper.

It is in support of these two campaigns that Responsible Wood have determined strong industry support and partnership with the industry body.

“As an industry we are one of the highest certified manufacturing industries with a very strong environmental record. Paper, our largest raw material, is renewable, recyclable and sourced from sustainably managed forests. Our industry, and TRMC, supports sustainably managed forestry both locally and internationally as this ensures ‘reforestation’, sustainable employment and eradication of illegal logging practices. Working in partnership with organisations like Responsible Wood is a wonderful opportunity for our campaigns and also for our members to have access to a global brand and resource library,” commented Kellie Northwood, Chief Executive Officer, The Real Media Collective.

The partnership will include initial focus on campaign content, research and promotion across mutually beneficial audiences as well as amplifying the messages of Two Sides and Love Paper to wider audiences. In the new year, there will also be a TRMC certification review to build educational sessions with commercial print members of printer schemes and other programs to reduce costs and procedures managing certification processes.

“Responsible Wood have long worked with many common members of TRMC, including working with the Two Sides campaign locally and internationally, the opportunity to support the Love Paper campaign and build a stronger partnership with the paper and print sector is something we are committed to and looking forward to working closer together on various initiatives,” commented Simon Dorries, Chief Executive Officer, Responsible Wood.

Responsible Wood, TRMC Executives and Board Officers met this month to provide overview to approach, including COP26 Deforestation commitments across Australia and New Zealand, which provides great comfort to the local planted forestry economy in the 90-100% sustainably sourced forestry industry across both countries. Industry positions will be communicated into government to ensure an accurate representation of the sector is provided.

“Following COP26, TRMC has met with several industry leaders and is preparing a strong carbon emissions, energy and deforestation education, communication and toolkit strategy for our members throughout 2022 and beyond. It is critical as a large manufacturing energy consumer, that our industry is well prepared and informed to be ahead of any government targets and commitments moving forward,” concluded Northwood.

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For any further information please contact:

**About *The Real Media Collective***

The Collective is a not-for-profit industry association representing media channels that deliver results. Member companies represent paper, print, publishing, mail, letterbox and distribution across Australia and New Zealand. All activities and communications are delivered in a considered, researched, balanced and verifiable manner offering a sophisticated industry voice across producers, distributors, buyers and end-users. Please visit [The Real Media Collective website](https://www.therealmediacollective.com.au) for more information or contact [hello@thermc.com.au](mailto:hello@thermc.com.au)