

mail matters

Direct Mail and the Environment

Did you know?

The amount of **U.S. forestland today is about the same** as it was in the early 1900's.

The **forest industry replenishes what it takes**, planting 1.7 million trees every single day.

66 percent of the U.S. population has **access to recycling** for magazines, catalog, and direct mail paper. DMA is actively working with local governments to increase this number.

The advertising mail community's **DMA Choice program** prevented 930 million pieces of mail from being sent to the public last year. To learn more, visit www.dmachoice.org.

55 percent of all paper consumed in the U.S. was **recovered for recycling** in 2007.

360 pounds of paper was recycled last year for every man, woman and child in the United States.

Direct mail **accounts for only 2.4 percent** of the total municipal solid waste generated in the U.S. annually.

By replacing just two shopping trips to the mall each year by buying at home through a catalog, Americans can **eliminate 3.3 billion driving miles**, reduce emissions by 3 billion pounds, and save more than \$490 million on gas costs.

In 2006, about **8,660 curbside recycling programs** existed across the country.

More than 36 percent of the **fiber used to make new paper products** in the U.S. comes from recycled sources.

The advertising mail community last year adopted the **"DMA Green 15"** to encourage mailers to focus on a variety of environmental initiatives such as reducing paper size and mailings and using more recycled paper.

The advertising mail community also launched last year a nationwide **"DMA Recycle Please"** program to boost recycling rates of catalogs and direct mail.

Paper can be **recycled into a wide variety of products**, including cereal boxes, egg cartons, pencil barrels, grocery bags, tissue paper, and home insulation.

