

# mail matters

## Mail Goes Green

The direct marketing community recognizes and values its environmental responsibilities. By reusing paper, reducing waste, and increasing access to recycling, direct marketers are working in environmentally sustainable ways to bring you a cleaner, greener world.

### Preserving America's Forests

We are meeting the continued demand for paper by sustaining our forests. The wood products industry in North America plants more trees than it harvests each year. As a result, the amount of U.S. forestland today is about the same as it was in the early 1900's despite a dramatic rise in population. When you think about it, this makes sense. Why would a paper or catalog producer want to eliminate, or even reduce a critical resource - that would be like an orange juice maker working to eliminate citrus farms.

### Recycling and Eliminating Waste

Paper is a renewable resource. According to a recent survey by the American Forest and Paper Association, 66 percent of the U.S. population has access to recycling for magazines, catalog and direct mail paper, while 55 percent of all paper consumed in the U.S. was recovered for recycling in 2007. That means the amount of paper recycled

last year would weigh as much as 360 pounds for every man, woman, and child in the United States.

According to the U.S. Environmental Protection Agency, direct mail accounts for only 2.4 percent of the total municipal solid waste generated in the U.S. annually. That figure is likely to decline as greater strides are made in paper recycling; more than 60 percent of the U.S. has access to recycling for magazines, catalog and direct mail paper.

Last year, the Direct Marketing Association (DMA) successfully worked with the Federal Trade Commission to legalize the placement of the DMA "Recycle Please" logo on direct mail to encourage recycling. Prior to that time, the FTC considered it an unfair business practice for direct marketers to use the logo because there was no conclusive research demonstrating that a majority of consumers had access to recycling for direct mail.

Now due to DMA's efforts, many catalogers are using the logo and participating in a nationwide "Recycle Please" program to raise consumer awareness about the new opportunity and capacity to recycle catalogs and direct mail pieces throughout the US. Through this program, DMA intends to improve the overall recovery rate for catalogs and other "mixed paper."

Direct marketers are also working with city and county governments on ways to increase the number of areas where people can recycle mixed paper.

### Environmentally Friendly Shopping

Shopping by mail-order or through a catalog replaces shopping trips made by car. This reduces gasoline consumption and carbon dioxide emissions from vehicles. In fact, by replacing just two shopping trips to the mall each year, Americans could eliminate 3.3 billion driving miles, reduce emissions by 3 billion pounds, and save more than \$490 million on gas



costs. Shopping at home through a catalog is truly eco-friendly shopping at its best.

### Going Green

Last year, the Direct Marketing Association adopted the "Green 15," a set of standard business practices to reduce our environmental impact. These recommendations will encourage the direct mail community to focus on using more recycled, certified paper, reducing paper size, and decreasing unwanted and undeliverable mailings by improving list management and targeting.

DMA's "Green 15" also protects consumer choice and privacy through guidelines for list management. The guidelines create opportunities for consumers to opt-out of direct mail in every commercial communication and through services like [www.dmachoice.org](http://www.dmachoice.org), helping to ensure information consumers receive through the mail is relevant, and reducing wasted paper.

In addition to these measures, printers that belong to DMA are switching to soy-based ink and are considering new types of lighting in their facilities to help reduce carbon dioxide emissions. Together, these standards will eliminate waste, reduce pollution, and significantly decrease direct mailers' impact on the environment.

### You Can Choose to Reduce Mail

Since 1971, the direct marketing community has helped consumers choose the type and amount of mail they receive. The Direct Market Association's mail preference service at [www.dmachoice.org](http://www.dmachoice.org), allows consumers to easily manage their mail and express their choices regarding environmental issues.

DMA Choice gives people the power to choose the catalogs and mailing they wish to receive. Already, more than four million consumers have registered with the Direct Marketing Association's self-regulated program. Last year, DMA Choice prevented 930 million pieces of mail from being sent to the public, substantially reducing the environmental impact of direct mail.

The DMA also requires its members to follow the Commitment to Consumer Choice (CCC) guidelines, which further empower consumers with environmental concerns. The CCC is a commitment to the public that the direct mail community will honor consumer choices regarding the amount and frequency of the mail they receive, with the goal of giving consumers more of what they want and less of what they don't want. The DMA has in place a monitoring system, as well as a complaint resolution process, to ensure member compliance and consumer satisfaction.

