

EcoFriendly Mailing

Eco Friendly Mailing The Direct Mail industry has taken lots of hits over time on environmental issues. From harvesting trees for paper to sending unsolicited mail, you've probably heard it all. However, new digital printing technologies combined with good database management can reduce your paper waste to practically nothing. Fortunately, there are many solutions available to help make your direct mail project as environmentally-friendly as possible, while still getting your message out to your target audience. Paper ChoicesPrint Sourcing (Offset VS Digital)Mail Piece Design

Paper When it comes to mail, most people think 'green' means recycled paper, which is true. But what many people don't realize is that recycled paper only contains 10 - 30% of recycled material and the rest is new. We use many kinds of recycled paper, and it's important that we provide an environmentally-friendly alternative for our customers. We stock paper that meets the forestry certification standards of the Forest Stewardship Council (FSC), Sustainable Forestry Initiative (SFI), and Programme for the Endorsement of Forest Certification (PEFC). Also, we offer paper that is Elemental Chlorine Free (ECF) and Rainforest Alliance Certified (RAC) stock, as well as paper that carries the EPA - CPG Designation. We also encourage our customers to clean their mailing lists. Targeted mailings reduce paper use and costs. Cleaning or sanitizing the list that you mail to reduces the amount of misdirected mail. This saves paper, printing and postage costs, and usually produces better results from your mailings. Print Sourcing (Offset VS Digital) While offset printing has its perks, opting for digital print allows you to produce the exact number of mail pieces you need, which also eliminates the need for transportation and storage of any inventory. Should you ever need more of the pieces printed, they can be produced in a relatively short amount of time, and only in the quantity requested. This is especially beneficial for smaller mail campaigns. Mail Piece Design How a mail piece is designed will determine what class of mail it falls into, which then determines how much postage will be required. Smart planning of a mail piece can also save paper and costs. We help clients reduce the size of their mail packages as well as make them more recyclable. Environmental responsibility in direct mail comes down to knowing what works and what saves. This comes with years of experience as well as a genuine concern for the environment and our clients.