



## *Advertising Mail and the Environment*

Not surprisingly, a few extreme activists are making false and misleading claims about advertising mail and the environment. But the facts prove that mail is a very environmentally responsible way to advertise. We're proud of our environmental record and happy to discuss it.

### **What is the impact of advertising mail on U.S. forests?**

Our forests are as healthy as they've been in years. Why? Because major U.S. paper manufacturers have adopted sustainable forestry practices where trees are planted, harvested and re-planted to ensure a growing future supply. Nearly all paper used for advertising mail is generated from these sustainably managed forests. In fact, there are more forests in the U.S. today than there were 50 years ago. America's forestry and paper community plants more than 1.7 million new trees each day – that's 620 million new trees each year. The industry plants three trees for every one harvested.

### **Does advertising mail hurt America's old growth forests?**

No. Here in the United States, no old growth forests – absolutely none – are used for advertising mail. Nearly all paper used for advertising mail is generated from sustainably managed forests where trees are planted, harvested and then re-planted.

### **Is advertising mail recyclable?**

Yes, advertising mail is recyclable, and recycling rates are growing rapidly. EPA studies show that annual recycling rates for advertising mail have increased seven-fold since 1990, and continue to climb. And thanks to recycling efforts by the forestry and paper industry and others, almost two of every three Americans now have access to local recycling options, such as drop-off and curbside pickup.

More importantly, advertising mail is a useful tool for millions of Americans. Studies show that more than 8 in 10 households read or scan their advertising mail. And for good reason: Advertising mail helps people identify small shops and good values in their own neighborhood. Who hasn't saved money with a coupon they received in the mail?

### **What is advertising mail's impact on global climate change?**

Advertising mail makes it easier for consumers to shop from home, which means fewer traffic jams, headaches, wild goose chases and wasted time and gas. Here's a way to cut our carbon footprint – if we all replaced just two trips to the mall each year by shopping with a catalog or direct mail, we would:

- Cut traffic and car time by 3.3 billion miles.
- Cut automobile pollution and carbon dioxide emission by more than 3 billion pounds.
- Save more than \$325 million on gasoline alone.<sup>1</sup>

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<sup>1</sup> Assumes average national gasoline price of \$2.05 per gallon. (11/19/08)