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Dear Direct Marketer,

Here is your complimentary copy of “The 2017 Green Report, Sustainable Strategies for Direct Mail” from RRD Response Marketing Solutions. This report will provide you with insight and design tips for creating and executing direct mail that delivers both enhanced ROI and improved sustainability. Whether you have been incorporating sustainability concepts into your programs for a long time, or are just beginning to go green, the practical suggestions and insight that follows offer ideas that will help with your efforts. You’ll also learn what RRD has been doing to help the environment at a corporate level and more specifically within the direct mail segment.

RRD’s long-standing commitment to being a responsible corporate citizen is reflected by our actions and policies. We are working to promote sustainability to our clients, vendors and in our communities. As RRD’s direct response specialists, Response Marketing Solutions is focused on offering you ideas that can help you manage environment-friendly direct mail programs.

Inside this report you will discover:

- Important facts about environmental topics related to direct mail.
- Why consumers perceive direct mail to be worse than it really is for the environment and what you can do about those misconceptions.
- How RRD has committed to sound environmental practices.
- What FSC® stands for and why it’s a good idea to get onboard.
- The environmental approach to direct mail and your customers.
- 63 ways to clean up your mailing with actionable list, offer, format and copy ideas.

RRD is collaborating with organizations such as the DMA, Forest Stewardship Council, Environmental Protection Agency and others to bring you the latest information and best practices. We have Forest Stewardship Council (FSC) Certifications company-wide, including Direct Response, Label and On Demand Printing facilities. No other organization can offer customers the ability to produce documents using FSC, SFI®, and PEFC paper at so many different production facilities worldwide.

We hope the information contained here will provide you with helpful ideas and provoke new thoughts on how to increase the effectiveness and sustainability of your direct mail initiatives.

Sincerely,

A handwritten signature in cursive script that reads 'Lynn Krenke'.

Lynn Krenke
Director, Product Development
RRD Response Marketing Solutions

P.S. For additional information please contact us at 800-722-9001, or at www.rms.rrd.com.

2017 GREEN REPORT

Sustainable Strategies for Direct Mail

rrd RESPONSE
MARKETING
SOLUTIONS



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Introduction

Awareness of the effects that organizations have on the environment has been growing for decades and is more important today than any time in our history. This is especially true with organizations that use direct mail.

In this report we will share some very important environmental facts, findings, perceptions, and ideas with you. These will provide you with useful strategies for becoming a more eco-friendly direct marketer as well as inform you about some of the sustainability initiatives that RRD is involved with. This report includes:

- ⇒ *Intriguing environmental facts and figures that reveal important consumer misconceptions about direct mail.* The entire direct mail supply chain should work in concert to educate consumers about the reality of the impact that direct mail has on the environment and what we are doing to promote sustainability.
- ⇒ *Examples of how RRD is demonstrating its commitment to responsible environmental stewardship.* We'll describe what Response Marketing Solutions, RRD's direct mail operation, is doing to promote environmental stewardship. Forest Stewardship Council™ (FSC®) certification will be discussed as an essential piece of this effort. You will also see answers to a list of "Frequently Asked Questions" about mailing *green* that will provide insight into many aspects of working with the FSC to comply with their guidelines.
- ⇒ *Useful suggestions in our "63 Direct Mail Design Tips to Help You Manage Environment-Friendly Mailing Programs".* This practical list provides difference-making ideas in the areas of list, offer, format and copy concepts that can easily be incorporated into any campaign. You'll also discover ideas about *"The Environmental Approach to Direct Mail and Your Customers"*.

We feel that this report provides important insight and advice for direct marketers who are concerned with being environmentally friendly. RRD would like to work with you as you explore and implement programs that embrace environmental stewardship. As always, we welcome your comments.

For questions or comments regarding the *RRD Response Marketing Solutions Green Report 2017–Sustainable Strategies for Direct Mail*, please contact us at 800-722-9001 or at www.rms.rrd.com.

Environmental Facts

Let's start with some basic environmental facts and figure. Although you may have heard some of these before, others may be surprising.

Landfills

According to the EPA¹, in 2006 paper and paper products constituted 24% of America's landfill contents. Advertising mail accounted for only 2%. Direct mail recycling practices have played a strong positive role in controlling what is discarded from our homes.

According to the EPA, between 1995 - 2006 use of direct mail products grew 27% but the amount that was discarded into landfills *dropped* by nearly 8%. This is due to recycling efforts, which nearly tripled over the period.

A study by DM News and Pitney Bowes² found that nearly half of all consumers thought that advertising mail from US households accounted for over 50% of the country's municipal waste. This misconception, which overstates the case by more than 25 times the actual number, vividly demonstrates the disconnect between environmental fact and popular perception.

Forests

Some environmental groups quote statistics that imply that our national forests are dwindling at an astounding rate due to inappropriate and unchecked harvesting of our forestlands, when in fact:³

- There is more forestland in America today than there was in 1900. There are 1.73 billion acres of forests in North America. 873 million acres supply commercial products. And according to the latest industry website numbers, 385 million acres are certified forestlands.
- Only 2% of the forests available for commercial use are harvested each year.
- The U.S. wood and paper industry more than make up for what is harvested by managing forests and planting, on average, five new trees for each American.
- Annual net growth of U.S. Forests is 36% higher than the volume of annual tree removals.⁴

Interestingly, a number of prominent and well respected environmental groups use direct mail as a key part of their communications strategy. In fact, a valued customer of RRD and one of the largest environmental nonprofit organizations in the world recently presented RRD with a written *Thank You* for partnering with them to help further their cause. Over the 15 years we have worked with them, our packages have helped them plant approximately 60,000,000 trees across America and the world. While the planting of the trees goes a long way towards improving our environment including absorbing harmful carbon dioxide, protecting topsoil and our water supplies, it also changes communities and lives by providing jobs and helping to grow local economies.

Consumer Perception or Rather, Misconception

Although consumers may not be willing to pay more for green marketing or products, they certainly prefer to buy from companies they perceive as being environmentally responsible.

For instance, many consumers feel that, “using paper, in any amount, is bad for the environment.” What they don’t realize, and should be made aware of, is that paper is a natural resource that is:

- Renewable
- Recyclable
- Biodegradable
- From a renewable resource—our forests. The paper and printing industries have taken a proactive role in their sustainability efforts to not only maintain our forests as resources, but to increase them.

The previously cited DM News/Pitney Bowes study found that 53% of consumers said that their opinion of unsolicited mail would be more positive if they knew there was an agency seal of approval or “green mail” label awarded by the industry.

The Direct Marketing Association (DMA) has been engaged in a concerted effort to oversee and encourage environmentally sensitive practices within the industry. There are currently several *seals* that can be used with direct mail that meet certain environmental standards, including:

- DMA “Recycle Please” logo
- Forest Stewardship Council (FSC)
- Recycled and Recyclable symbols



Consumer Education

Consumers may not realize the impact direct marketing has on our economy. A few examples include⁵:

- In 2006, marketers – commercial and nonprofit – spent \$166.5 billion on direct marketing in the US.
- Measured against total US sales, these advertising expenditures generated \$1.93 trillion in incremental sales.
- There are 1.7 million direct marketing employees in the U.S. alone. Their collective sales efforts directly support 8.8 million other jobs. In total, direct mail accounts for 10.5 million US jobs.

Here are some additional benefits from direct mail of which consumers are sometimes unaware:⁶

- Direct mail is an important vehicle for commerce and information exchange.
- It provides consumers with value, choice, and flexibility, including the ability to shop from home at any time that is convenient. In fact, 69% of people shop from catalogs, mail, phone or internet. They do so because of convenience, selection and savings.⁴

- Not only does direct mail help generate and sustain millions of jobs, it is a cost effective way for small businesses to enter the marketplace and to compete against larger companies that can afford huge multimedia campaigns. “Small businesses are the engine that drives our economy, producing between 60 – 80% of all new jobs.”⁷
- One third of USPS revenues are derived from direct mail delivery.⁴
- Nonprofits raise billions of dollars for charitable causes through direct mail.
- While direct mail does use paper, shopping by mail has a dividend in that it reduces the number of miles consumers travel for shopping trips, saving gas and reducing air pollution. In 2004, 110 million trips were thus avoided, eliminating almost 2 billion miles driven. That number is much greater today.

As an industry, we need to:

- Educate consumers about the true impact of direct mail on the environment and what is being done to lessen its effect even more.
- Promote the industry’s and individual organization’s efforts toward supporting environmentally responsible practices.
- Enlighten consumers as to the huge benefit direct marketing provides our economy.

1. Source: www.epa.gov, US Environmental Protection Agency website, “Municipal Solid Waste in the United States”.

2. Source: Stats from DM News article, “The Power of Perception”, 12/17/07 from a survey conducted by DM News & Pitney Bowes.

3. Source: Domtar brochure, “Why Paper Sustains”, 2007. A variety of sources listed within brochure such as industry websites, Metafore Fiber Cycle Project, www.abundantforests.org/abundant.html, www.afandpa.org.

4. Source: DMA, The Green 15 Report: Society of American Foresters, USPS and 2005 DMA Survey.

5. Source: Stats from DMA article posted online, May 22, 2007 titled “DMA Encourages Catalog & Direct Mail Recycling”.

6. Source: Stats from DMA online site, www.the-dma.org Recycle Please program

7. Source: Mail Moves America

RRD's Environmental Commitment

RRD has demonstrated a commitment to environmental stewardship for more than a century. Among the practices that are making a difference today are⁸:

Pollution Prevention Efforts

Our locations use a variety of methods to minimize pollution, some unique to their operations, with others being standard across our print production platform. Examples of these methods include:

- **Product Substitution** – Although our customers ultimately choose the grades of paper on which we produce their work, we work cooperatively with them to consider recycled paper grades.
- **Air Emissions Reductions** – Low volatile organic compound (VOC) inks; low VOC solvents to minimize the contributions to air pollution; digital printing for short-run products; equipment preventive maintenance to ensure cleaner and more efficient operation; professional corporate staff to support sites in the selection and operation of air pollution control devices.
- **Energy Reductions** – Energy efficient ballasts and light bulbs; and Energy STAR compliant computer equipment.
- **Water Conservation** – Computer-to-plate, which eliminates the wastewater discharges associated with film processing; digital printing for short run work; and water management practices to reduce fountain solution discharges.

Packaging Minimization Efforts

RRD works with our customers to ensure that packaging and other materials meet their environmental specifications (e.g. minimum amount of post-consumer fiber used in the paper). Examples of the types of packaging minimization initiatives that we use today include:

- Returning wood pallets to the vendor for reuse
- Reusing bubble wrap received as wrapping around our thermal papers
- Using the end of roll paper as packing material
- Reusing paper cardboard wrappers and roll headers as packing material
- Reusing polystyrene wrap to affix printed rolls on pallet

Solid Waste Reduction Efforts

As with our pollution control efforts, our locations use a variety of methods to reduce the amount and type of solid waste they generate. Examples include:

- Recycling of materials when feasible, including: paper, cardboard, plastic wrap, aluminum printing plates, end rolls (also used as packing material), bare cores (cardboard), carbon interleave, bound and stapled waste, negatives, roll trim, paper tear off, and office paper
- Make-ready waste reduction programs
- Trim waste, benchmarking and management
- Protection of paper rolls from surface and edge damage that would cause waste
- Reclaiming silver from the spent photo fixer, where used
- Use of cloth shop towels that are laundered and reused
- Returning forklift batteries to battery vendor for recycling
- Sending used oil to a third party for recycling
- Processing contaminated ink to new ink specifications or re-mixing it into the black (key) inks
- Repairing and reusing broken/damaged pallets

Emissions

We are achieving reductions ahead of the dates proposed by the U.S. Environmental Protection Agency and reducing amounts by more than EPA's targets. Since 1987, RRD has reduced its toxic releases by more than 80%. The Toxins Release Inventory (TRI) is a publicly available EPA database that contains information, reported annually, about toxic chemical releases and other waste management activities.

Energy

Through the end of 2011, using 15 different technologies installed in over 100 plants, RRD realized energy savings equal to 1.95 trillion BTU's or 15.70 million gallons of gasoline. That is equivalent to the fuel used annually by 26,025 cars. Energy demand reduction (electrical and natural gas) from these projects lowered carbon dioxide emissions by 185,057 metric tons. Example projects include lighting, compressed air systems, chill systems, fan systems, boiler systems, waste heat recovery, etc.

Additionally, RRD continues to be a member of the U.S. Environmental Protection Agency (EPA) SmartWay Transport Partnership. The SmartWay program is a voluntary partnership between the EPA and the freight industry intended to increase energy efficiency while considerably trimming greenhouse gas emissions and air pollution. The Partnership brings key freight shippers, trucking companies, railroads, logistics companies and trade/professional associations together to follow mutually advantageous efficiencies.

The Partnership expects this will result in emissions reductions and other environmental improvements and cost savings to the companies. By entering the partnership with the

highest possible score, RRD demonstrated that it was already using carriers that practice fuel saving strategies and actively evaluate emerging technologies.

Energy Efficient Oxidizers

Oxidizers are devices used to control emissions from printing processes. RRD has invested in the latest technology that uses significantly less natural gas while achieving better overall performance. These devices save the equivalent of over 9 million gallons of gasoline annually. This equates to the amount of gas used annually by over 15,000 cars.

Lighting Upgrades

RRD has completed lighting system retrofits in 77 of our domestic and international plants. As of May 2012, we have retrofitted a total of 77 plants worldwide, saving 104.5 million kWh of electrical energy annually.

In 2011, RRD began retrofitting our equipment warning lamp system, one bulb at a time. We've changed 7,500 bulbs so far, netting a savings of more than 4 million kWh per year, equivalent to the amount of electricity used by 135 U.S. households per year.

The Lacey Act and More

The Lacey Act is the oldest wildlife protection statute in the U.S. Its initial scope was to combat trafficking in illegal wildlife, fish and plants. In May 2008, Congress amended the act to broaden the scope with regard to plants.

RRD supports compliance to the Lacey Act as well as all applicable environmental laws and regulations. We have informed all of our paper suppliers that we expect compliance relative to the paper we purchase. We have implemented a web-based system so that our suppliers can certify compliance with the Lacey Act, as well as certify compliance with other applicable environmental or product safety regulations.

Response Marketing Solutions Environmental Commitment

RRD Response Marketing Solutions (RMS) has been committed to environmental awareness and practices since its inception in 1973. Some of the eco-friendly efforts that RMS has made over the years to demonstrate this commitment include:

FSC-Certified and Recycled Paper Available

Both FSC-Certified and recycled papers are available for use for printing in any RMS facility. Lead times may be 4 – 6 weeks for these papers, so the decision to use recycled and/or FSC papers is best made early. As you budget, recycled or FSC-Certified papers tend to cost, on average, 8 – 10% more than conventional papers. There is a wide selection of papers to choose from in either of these categories, and we are delighted to provide you a list.

- Recycled Paper:
 - RMS offers a wide variety of recycled papers.
 - When using recycled stock for any part in a direct mail kit, the recycle symbol may be used on that part to highlight a company’s environmental views to recipients.
 - The recyclable symbol may also be used when appropriate.

- FSC-Certified Paper:
 - All RMS print facilities are FSC-certified which allows you to choose to use FSC-certified paper and display the appropriate logo on your mailing.
 - A variety of FSC symbols may be used as dictated by a third-party chain-of-custody representative. Which symbol you’ll use depends on the paper content within the entire mailing.

Recycling Programs – production

- Paper – Baling systems in each facility collect all waste/scrap paper during production, using a series of tubes and vacuums. Scrap paper is collected and made into bails and sent out to be recycled.
- Inks – Inks are reused whenever possible. They are re-mixed into the black (key) inks or they are made to new ink specifications. Filters for ink waste are also reused, rather than sent to a landfill.
- Corrugated Boxes for waste paper – Reusable and recyclable cardboard boxes are used at the end of presses to collect waste paper created during make-ready, replacing metal or plastic bins that were previously used.
- All materials that can feasibly be reused, repaired or recycled are considered for these steps.

Recycling Programs – employees

- Paper – Each employee has a separate basket near their desk for recyclable papers, are encouraged to use both sides of a sheet of paper, and whenever possible use email or route memos rather than make unnecessary copies.
- Cans – Large bins are placed in facilities for collection of aluminum cans.
- Corrugated Boxes – Boxes are reused for storage purposes, shipping of materials or as filler for packing. Other fillers received in shipments are reused as well.

Water-Based Inks and Better Wastewater Treatments

RRD's RMS facilities have been pioneers in the use of water-based inks and, in fact, have been using them rather than solvent-based inks for over 40 years in several facilities. Water-based inks contain fewer environmentally harmful chemicals than those used in other types of printing and can be cleaned up with water, rather than potentially harmful chemicals.

Flexographic inks used in several RMS facilities were changed in recent years from a high-ph water-based ink system to a ph-neutral water-based system, resulting in:

- Volatile Organic Compound Emissions (VOCs) reduced by 88%, or approximately 31,548 pounds per year.
- Hazardous Air Pollutants (HAPs) reduced by 77%, or approximately 16,368 pounds per year.

RRD Logistics

Mail is delivered to our customers more efficiently using RRD Logistics. A series of consolidation centers are used to gather mail from all RRD plants and customers to ensure that we are creating full trailers of mail and not sending out partial trailers, thus saving energy and cost.

Platemaking Advances

In 2006, our Green Bay and De Pere, Wisconsin facilities went from a solvent-based process to a digital laser-based process, resulting in VOC's from the plate-making process being reduced by 98%, or approximately 21,881 pounds per year.

Printer Registration Operation Permit (ROP)

Due to dramatic reductions in emissions (VOC and HAP) by our Green Bay and De Pere print facilities, they were able to obtain a "bubble permit" from the Department of Natural Resources (DNR). This enables these facilities to purchase and use new equipment and/or materials without having to obtain a new operations or construction permit each time, which can take up to six months to obtain. This level of recognition and trust has been earned through our long history of complying with (and often doing better than) DNR regulations. This ROP allows RMS to fast track installation of equipment that is both better for the environment and more productive for our customers.

List Management

We provide a variety of services for updating, correcting, verifying and enhancing mailing lists to optimize postal delivery. Here are just a few:

- Address Standardization/Zip Code Correction/Move Updates
 - Receive cleaner output files, postage savings, better deliverability and deletion of invalid records.
 - NCOA – National Change of Address updates
 - Save on manufacturing costs and waste while improving deliverability.

- List Conversion/Address Quality
 - Standardization program to clean and edit files.
 - All direct mail files are subject to:
 - ✓ Delivery Point Validation (DPV) screening
 - ✓ Coding Accuracy Support System (CASS)
 - ✓ Locatable Address Conversion System (LACS)
 - Good address hygiene not only improves aesthetics and saves postage, but also eliminates the waste of undeliverable pieces produced.

- Merge/Purge
 - Saves manufacturing costs, postage dollars and waste by eliminating duplicate addresses

Sustainability Efforts

Sustainability Efforts

Environmental sustainability means so much more than merely *continuity of supply*. At RRD, we believe that sustainability enables positive outcomes for the natural environment. It means ensuring that raw materials are harvested responsibly and that recycling is a vital part of our operating practices. For example, on the following pages, you will learn about RRD's leading role in achieving Forest Stewardship Council (FSC) certifications. We also believe that this leadership differentiates RRD and offers our customers another reason to choose us to provide printing services.

We continue to help our customers demonstrate that their printed materials have been produced with sound environmental practices. Our own Annual Report carries the FSC logo, a printed verification that the paper used in its production was drawn from responsibly managed forest resources. RRD's FSC certifications provide our customers the option to choose to display the FSC logo on their own materials.

Our customers trust us to portray their brands accurately as we produce printed materials bearing their logos, proprietary names, colors, and other elements of their graphic identities. As those brands expand to encompass sustainability, we can offer our customers added value by aligning our environmental stewardship initiatives with theirs. We continue to improve our processes to reduce waste, increase recycling, and to play a leading role in assuring that sustainability is an important consideration across the length of the supply chain.

Sustainability not only makes a difference, it differentiates RRD.

The Forest Stewardship Council (FSC)

FSC is an international not-for-profit membership-based organization that promotes responsible management of the world's forests. FSC Certification tracks the raw material chain-of-custody process to ensure that FSC-certified paper used in printed products originates from responsible, legal and verified logging. A third party auditor grants certification only after rigorous examination of raw material procurement.

As mentioned earlier, RRD is FSC-certified in all domestic print facilities. This allows our customers the opportunity to print on FSC-certified papers and display the FSC logo as another means of demonstrating their corporate consciousness and willingness to promote responsible environmental practices.

Principles of Forest Stewardship

FSC has developed ten rules or principles that define responsible forest management.

These principles can apply to any forest in the world.

- ⇒ Compliance with laws and FSC principles
- ⇒ Tenure and use rights and responsibilities
- ⇒ Indigenous peoples' rights
- ⇒ Community relations and workers' rights
- ⇒ Benefits from the forest
- ⇒ Environmental impact
- ⇒ Management impact
- ⇒ Monitoring and assessment
- ⇒ Maintenance of high conservation value forests
- ⇒ Plantations

What is FSC-Certified Paper?

FSC-certified paper is paper that comes from forests that have been rigorously qualified under the guidelines of the FSC. In order to produce this paper, mills have secured fiber from certified forests that meet FSC standards that ensure that the forest is being managed responsibly. This fiber content is specified on each package or roll of paper.

Your RRD representative will work with the appropriate FSC coordinator at each of our printing facilities to help you choose the FSC-certified paper that will best meet your needs and standards. The type of paper stock ultimately used will also determine the type of FSC logo on your final printed product. The list of FSC-certified papers is too long to include here, but is available upon request.

What Do the FSC Logos Mean?

There are several logos that may be assigned to your printed piece depending on the FSC-certified stock used throughout. Here is what each looks like and what they mean. These logos may not be used without approval from our third party certifier:

FSC Recycled Label

Products with a 100% Recycled label support re-use of forest resources and, in accordance with FSC standards, only use post-consumer recycled wood or fiber.



FSC Mix Label

Products with a Mixed Sources label come from paper stock that includes wood fiber from FSC-certified, well-managed forests as well as recycled fiber and/or fiber from company-controlled sources. The recycling symbol identifies post-consumer recycled content in these products.



FSC 100% Label

Products with a 100% FSC label come from forests certified as being in compliance with the environmental and social standards of the Forest Stewardship Council.



Your choice of paper and printing services can make a difference. By selecting papers and printers that have been certified as meeting the strict standards of the Forest Stewardship Council, you are helping to make a difference in reducing habitat destruction, water pollution, displacement of indigenous peoples, and the violence against people and wildlife that often accompanies illegal logging activities.

RRD shares your commitment to conscientious forest management and ethical business practices. Let us be the print professional you trust to provide you with environmentally friendly solutions as well as quality printing.

Process for Selecting, Getting Approval for and Obtaining an FSC Logo

There are several steps that must be followed for selecting and obtaining an FSC Logo. These are the process highlights:

1. Detailed information for all paper stocks used must be collected. This information can typically be obtained from the paper supplier or mill. All paper stocks must be taken into account, with a logo chosen that is representative of all stocks. If non-FSC paper is used in the mailing piece, this could affect your ability to use an FSC logo. The best option is to ensure all paper used is FSC-certified.
2. With knowledge of the FSC paper specifications to be used for the job, the RRD facility will review the FSC logo selection to determine which FSC logo can be utilized.
3. As there are various styles of logos within a category (i.e. portrait, landscape, green, black, etc.), the RRD facility contact will review the FSC Product Labeling Guide with our client.
4. Once the logo has been chosen and placed, RRD will submit a proof of the page containing the logo to our registrar for approval.
5. Only after being notified of written approval from the registrar can the job be placed into production.
6. Each RRD facility FSC Coordinator will maintain records of all approved logo use for future use if needed.

The Environmental Approach to Direct Mail and Your Customers

As you review the environmental impacts of your marketing programs, consider these strategies:

1. **Reduce**

Always strive to reduce waste. Clean your mailing lists regularly and encourage mail preference. Use both sides of the page. Avoid direct mail designs that generate excessive trim waste. In the office, don't use paper to print memos or information that can be just as easily e-mailed. Reduce packaging when shipping. Reduce on-site press checks, and unnecessary shipping and travel costs.

2. **Recycle**

Not just at home, not just at the office, but with your customers as well. Encourage recycling programs for mailings, bottles and cans, newspapers, office paper, envelopes and shipping cartons and packing material. Design mailing pieces that are easily recycled. And instead of buying virgin paper products, buy recycled whenever possible.

3. **Reuse**

Before you routinely throw something out, see if you can come up with a way to reuse it instead. Start a program that rewards employees for the best ideas. You'll probably discover that you benefit your bottom line, as well as the environment. Design mailing components that are consumer-reusable.

4. **Sustain**

Focusing on sustainability doesn't automatically mean choosing between being cost-effective and environmentally conscious. The best practice is to blend the two. Reducing waste and operating more efficiently almost always serves both objectives.

5. **Communicate**

Let your customers know about what you're doing to enhance sustainability. Recycled logos and other symbols communicate an important (and increasingly popular) message. Talk with your suppliers about how they can support your sustainability efforts.

For more ideas look at the next two pages that provide you with “63 DIRECT MAIL DESIGN TIPS to help you manage environment-friendly mailing programs.”

63 DIRECT MAIL DESIGN TIPS

to help you manage environment-friendly mailing programs

These tips are geared at generating improved response rates, reducing waste and increasing consumer acceptance.

List Enhancement

1. Use hotline names to reduce non-deliverables
2. Loosen merge-purge parameters to drop more names
3. Use Mail Preference Service (MPS) screened files to drop counts
4. Mail only to addresses that can be barcoded and validated through CASS/DPV/LACS software
5. Implement a stringent data quality program to ensure deliverability
6. Continually integrate new information into your database to better target for the future
7. Use NCOA to update moved addresses before the mailing
8. Consider Address Change Service (ACS) options for your house list to update your database after the mailing
9. For your house list, send nonbarcoded addresses to the USPS for Address Element Correction (AEC) processing to obtain the ZIP+4 and barcode data
10. Target with demographic modeling techniques – RRD List Optimizer or PRIZM[®]
11. Use RRD CrossMatrix to test smaller cells with accurate results
12. Delete respondents from wave and reminder mailings
13. Maintain a do-not-mail file for recipients who do not wish to receive future solicitations
14. Ask respondents for mail preference
15. Reduce prospects, increase customer mailings
16. Use names with phone numbers in merge/purge
17. Test macro concepts before you test individual lists
18. More cross sell and up sell to customers to reduce attrition
19. Search out the best list broker for lists that are meaningful and on target

Better Offers

20. Offer environmental premiums such as cloth tote bags and “Recycle” logo bumper stickers
21. Make early bird offers to reduce repeat mailings
22. Use “Member get a Member” offers to reduce solo mailings
23. Offer environmental donations with every order received
24. Test the recipient’s sensitivity to environmentalism in your offer
25. Offer to compile a list of environmentally friendly suppliers... and ask for names
26. Piggyback your offer with other companies which have complementary products

Format Ideas

27. Use selective insertion
28. Use self-mailer concepts
29. Specify recycled paper
30. Use and showcase FSC papers or other sustainability logos
31. Minimize UV coatings
32. Use inline production methods to reduce supply sources & trucking
33. Avoid scratch-off
34. Avoid solvent-based ink jet
35. Avoid petroleum-based inks
36. Avoid foil
37. Use Recycling Compatible Adhesives (RCAs)
38. When using labels, choose FSC facestock and liners with post-consumer recycled content
39. Specify soy-based, water-based inks
40. Avoid plastics, polystyrenes, polyesters
41. Create paper cards inline, instead of plastic
42. Use “faux” labels on outer envelopes, instead of the real thing
43. Use “faux” texture and color on paper to simulate specialty papers
44. Use variable imaging to test copy, offers, reduce start-ups & plate changes
45. Reduce the size of the package to the point of optimal response
46. Reduce the number of components in the package to the point of optimal response
47. Use closed-face envelopes rather than glassine windows
48. Use open window envelopes with no poly covering
49. Specify non-chlorine bleached white paper
50. Try postcards to save paper
51. Reduce the basis weight of the paper in your package
52. Print letter on inside of OME to save paper
53. Print on both sides of the page in a multi-page letter
54. Minimize bleed components and wasteful trimming
55. Make your mailing piece reusable; make it keepable

Copy Tweaks

56. Encourage recipient sorting of mail for recycling—consider using the DMA’s “Recycle Please” logo
57. Provide environmental tips for the home or office
58. Detail efforts to cut environmental costs in mailing
59. Use the Recycle logo and FSC logos when appropriate
60. Include environmental themes in your copy
61. Use 800- or other toll free numbers to capture impulse inquiries
62. Ask customers if they would prefer electronic communications to receiving direct mail
63. Use website URL addresses for ordering rather than reply mail

Conclusion

This *green* white paper was meant to provide you with some insight into the environmental issues and concerns that are facing today's direct marketers. Being armed with the facts, and with an understanding of the perceptions and misconceptions that drive consumer behavior, better prepares your organization to address environmental questions from customers, employees, and other stakeholders.

RRD Response Marketing Solutions is committed to being environmentally friendly. The sustainability efforts, FSC certifications and design tips we've described are just a few of the activities that reflect our focus on this important business issue.

We hope that you will implement some of the ideas and suggestions that we've offered in these pages to make your next mailing more green. If you have additional ideas that we can list on our Direct Mail Design Tips, we would be happy to hear from you. The more ideas, the better!

**For more information or to share
questions or comments regarding the
RRD Response Marketing Solutions
*Green Report 2017, Sustainable Strategies For
Direct Mail*, please contact us at**

800-722-9001

or

www.rms.rrd.com