



April 2008 Newsletter

- **The Green Movement—Facts You Should Know**
 - **Mail Moves America—Myths and Realities about Print**
 - **DMA's Green 15 Member Benchmarks**
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The Green Movement is everywhere--in the news, on the web, in products and their labeling, and by the way, in our bottom line. Companies are scrambling to find ways to reduce their environmental impact and make the case to their customers (and future customers) that they are making strides in this area as good citizens.

Here are some interesting facts that you should know. The worldwide green-business market is valued at more than \$600 billion (*"How business saw the light," Time*). Doubleclick research has shown that 83% of consumers will choose the environmentally friendly product when offered two similar items. Fifty percent will pay 5 % more for that green product. In addition, consumers prefer environmentally conscious marketing that also focuses on user benefits, such as longer product lifespan or saving money on bills.

Printing companies are faced with multiple dilemmas in this business environment. They are attempting to improve their environmental footprint, incorporate certified products, processes, and papers into their companies, and meet the government requirements and guidelines for environmental marketing claims.

Moreover, companies are facing inaccurate allegations about the impact of printed goods on the environment, as seen in the increase of Do Not Mail legislation around the country and information distributed by organizations supporting the legislation.

I encourage you to educate yourself about the facts of advertising mail--understand the myths as well as the realities--which will help consumers, businesses and organizations formulate their media decisions based on research.

The Do Not Mail movement is an immediate issue for our industry. In the long run, however, we will need to do a better job of explaining the value and effectiveness of print to the marketing community.

Mail Moves America--Myths and Realities of Advertising Mail

Myth #1: Discarded mail is filling up our landfills.

Reality #1: According to the EPA, discarded direct mail accounts for only 2.4% of municipal solid waste.

Myth #2: Catalogs and direct mail cannot be recycled.

Reality #2: In 2007, the FTC gave marketers permission to add "please recycle" on catalogs and direct mail pieces, because 65% of citizens now have access to local recycling collection. Discarded catalogs are highly valued for long, strong fibers that can be recycled into office papers and newsprint.

More myths and realities can be found on www.mailmovesamerica.org

DMA's Green 15: Benchmarking Environmental Progress

The Direct Marketing Association is calling upon its members to implement and benchmark a set of 15 baseline business practices that are understood to deliver environmental benefits with sensitivity to a company's bottom line. These guidelines include paper procurement and use, list hygiene and data management, mail design and production, packaging, and recycling and pollution reduction. The Green 15 guidelines can be found at:

<http://www.the-dma.org/Green15/OverviewDMAGreen15.pdf>

Resources and information about sustainability and environmental initiatives are available from multiple sources, including associations, manufacturing companies, paper companies, and governmental agencies. I've pointed out a few in this e-letter, including **Print in the Mix** that has recently added research and data on sustainability (as shown in the sidebar).

Finally, I'd like to welcome **Kevin Joyce** of **Kodak Graphic Communications Group** as the newest member of The Print Council Executive Committee.

Please let me know how we can help and send along your ideas and suggestions.

Sincerely,

Ben Cooper

Print in the Mix Fast Facts

Paper Recycling Hits All Time High

According to the American Forest and Paper Association (AF&PA):

- ◆ 56% of all paper was recovered for recycling in 2007, five years ahead of schedule.
- ◆ 54.3 million tons of paper was recovered in 2007. This adds up to 360 pounds for every man, woman, and child in America.

Direct Mail Not Being Replaced, But E-mail's Influence is Growing

According to Mintel Comperemedia, direct mail offers sent to current customers increased 16% from 2006 to 2007. Of the top five sectors tracked, four sent more direct mail offers to customers in 2007:

- ◆ Automotive + 52%
- ◆ Insurance + 29%
- ◆ Telecommunications + 22%
- ◆ Credit Card + 18%
- ◆ Mortgage/loan - 3%

These studies and more can be found at www.printinthemix.com

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