

# 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 will most likely discover that you benefit your bottom line, as well as the environment. Design consumer-reusable mailing components.

## 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 are doing to enhance sustainability. Recycled logos and other symbols communicate an important (and an increasingly popular) message. Talk with your suppliers about how they can support your sustainability efforts.



**For additional ideas specific to direct mail design, see the reverse side:**

**“63 DIRECT MAIL DESIGN TIPS\*  
to help you manage environment-friendly mailing programs”**

\* Also see the RR Donnelley Response Marketing Services Green Report 2008, Sustainable Strategies For Direct Mail.

# 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<sup>link</sup> 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<sup>®</sup> NE
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 manufacture to reduce supply sources and 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 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 with 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 mailings
59. Use the Recycle logo and FSC logos when appropriate
60. Include environmental themes in your copy
61. Use 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

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