

MINNESOTA WASTE WISE
FACT SHEET
JUNK MAIL

FACTS & FIGURES

- In 2005, 5.8 million tons of catalogs and other direct mailings ended up in the U.S. municipal solid waste stream – enough to fill over 450,000 garbage trucks. Less than 36% was recycled (US EPA)
- Junk mail in the U.S. accounts for 1/3 of all the mail delivered in the world (DoNotMail.org)
- More than 100 million trees' worth of bulk mail arrive in American mail boxes each year – that's the equivalent of deforesting the entire Rocky Mountain National Park every four months (New American Dream)

JUNK MAIL MANAGEMENT – REDUCE AND RECYCLE

44% of all junk mail is thrown in the trash, unopened and unread. An average American wastes about 70 hours a year dealing with junk mail. Dealing with junk mail wastes time and money for businesses. Your business can reduce unwanted mail following the below easy steps.

HOW TO REDUCE JUNK MAIL

- Stop junk mail before it starts
 - Do not fill out manufacturer warranty cards
 - Watch out for contests and free offers
 - Write, "Do not sell, rent, or trade my name and address" when filling out a form, making a donation, or sending in a credit card application
- Contact the Direct Marketing Association
 - Register online at www.dmachoice.org
- Opt-out of Credit Card Services
 - 1-888-5-OPT-OUT (1-888-567-8688)
 - www.optoutprescreen.com
- Flyers and Advertising Supplements
 - Look for a mailing label on an accompanied postcard or directly on the flyer; or look for a phone number printed on the edge of the flyer
 - Contact the company and indicate to remove your name and address of the mailing list. If making a written request, send a copy of the mailing label on the flyer. There may be an option to remove your name and address on a website. Allow for 4-8 weeks for you name to be removed from the mailing list
- Catalogs, Mail Orders, and Magazines
 - Opt-out of the Abacus database by
 - Email: abacusoptout@epsilon.com
 - By Mail: Abacus, Inc
PO Box 1478
Broomfield, CO 80038
 - You'll need your name, middle initial, your current address, and if moved recently, you previous address
- Return Unwanted Mail
 - Write, "take me off your mailing list" on a page listing your address and send it back in the prepaid envelope
 - Mail attached postcards to the sender from their mailing list
 - Use caution: Simply writing "Refused" or "Return to Sender" on the envelope will result in the USPS simply throwing out the letter as required by postal regulations for 3rd class bulk mail.

Inform magazines during subscription that you do not want your name and address to be sold to others

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