

mail matters



A Note from DMA President & CEO, John A. Greco, Jr.

The Direct Marketing Association (DMA) has nearly 3,600 corporate members and is the leading global trade organization for all direct marketing tools and techniques. We represent all multi-channel direct marketers, reaching consumers individually through all off-line and online channels. In the United States, direct marketing generated \$2 trillion of sales in 2007, with \$600 billion of that driven by direct mail. It is also a business that involves over ten million people across the United States.

Today's increasing focus on becoming "green" is affecting our daily operations and way of life; indeed, being environmentally conscious is increasingly becoming an economic and business imperative. For us, though, being "green" is the right thing to do and the right way to go and at DMA, we ARE green. Our community has been committed to preserving the environment for more than a decade, and we have developed and been operating under an industry set of standards for several years. We have taken the lead — resolving to move ourselves, and our members — along a continuum of environmental improvement.

Unfortunately, there are many myths and misconceptions, as well as critical facts, that are not well known about direct marketing and its impact on the environment — including information about overall carbon emissions, trees we harvest being renewable crops, and gas mileage saved by remote shopping — and as you dig deeper into this site, you will have the tools you need to help spread the word and change the incorrect perception about direct marketing.

We recognize our obligation and are proud to be engaging in so many environmentally conscious activities that go beyond just our community alone. One year ago, we adopted the "Green 15," a set of environmental commitments focusing on paper procurement and use, product packaging, recycling and pollution reduction, and more. Around the same time, we introduced "Recycle Please," an ongoing nationwide public education campaign that asks members to prominently display the "Recycle Please" logo in their catalogs and direct mail pieces.

Our community requires its members to follow Commitment to Consumer Choice (CCC) guidelines, and last year, our Mail Preference Service, www.dmachoice.org, prevented 930 million mailings. Both are self-regulatory programs that allow consumers to easily manage their mail, giving them more of what they do want, and less of what they do not want.

We are dedicated to empowering ourselves and continuously working with all levels of government to benchmark environmental progress.

It is crucial that we all recognize our environmental impact — it is not just a social, scientific, or governmental concern — it is a human concern.

At DMA, we value our environmental responsibility. Substantial progress has been made, but we can always do more. You can help.

