



Reducing Junk Mail: Quick Tips

What Steps Can My Business Take to Eliminate Junk Mail?

If you can prevent direct mailers from putting you or your business on their mailing list, you can reduce the amount of unwanted mail your business receives. Here are a few suggestions:

- Create standard language for purchase orders, such as: "In the interest of reducing waste, please do not share this name or address with other mailers, through mailing list sales or trades."
- Create a standard form for registrations, subscriptions, conferences, events, trainings, etc. Include a message such as, "Please do not share this name or address with other mailers."
- Make it standard practice for employees at your company to ask businesses who they deal with not to share their names. Keep the power to choose which vendors you WANT to hear from.
- Ask your receptionist to screen callers who ask for your company's address, postal code, name of the senior buyer, etc. Some callers may have a good reason for seeking such information, but many just want to add your business to a mailing list. Tell them no thanks
- Call or mail postcards directly to senders asking that your name be removed from mailing lists.
- Reduce advertising mail by writing to: Direct Marketing Association, Mail Preference Service, DMA, P.O. Box 9008, Farmingdale, NY 11735-9008. Ask to be removed from mailing lists.

Want More Info?

- Visit **Urban Impact** on the web at www.urbanimpact.com or call **604.273.0089**.
- Or visit the **Recycling Council of BC** www.rcbc.bc.ca (732-9352) REC-YCLE.