

# Junk mail reduction

Did you know that?

- We use about 62 million trees and 25 billion gallons of water to produce one year's worth of this country's bulk mail business
- Paper accounts for 40% of the nation's waste stream
- It takes 17 trees to make a ton of paper
- An average of 41 pounds of junk mail are sent to every adult each year and 44% percent of this goes unread directly to the garbage

Your name is routinely being added to mailing lists by charities, organizations and companies that you place orders with.

To reduce junk mail, you need to reduce access to your identifying information, so that it will not be traded, sold or rented.

Reduce your junk mail with three easy steps:

1. Reduce current flow of junk mail.

- Contact the Direct Marketing Association at [www.the-DMA.org](http://www.the-DMA.org) and follow the directions to remove your name and address from many lists.
- Call the National Opt-Out Center at 888-567-8688 to prevent many credit card offers
- Request the Opt-Out line at the Polk Company 800-464-7655 for removal from catalog and service coupon mailings
- Contact Publisher's Clearing House at 800-645-9242 for removal from sweepstakes mailings

Please note that it may take up to a few months for your name to be deleted from these mailing systems

2. Recycle the junk mail that you are currently receiving.

The Town of Plymouth accepts newspapers, cardboard boxes and "mixed paper" at each of its transfer stations.

3. Prevent junk mail before it starts.

- When making a donation, ordering items through the mail or Internet or subscribing to a publication, include a note that instructs the organization not to lend, sell or trade your name to other mailing lists
- Avoid filling out contest entries
- Avoid mailing in unnecessary product warranty cards, which are often used to collect information about you and your purchasing habits

Thanks to the Massachusetts Department of Environmental Protection Consumer Waste Reduction Program for much of the information provided in this article.

Additional information is available from the Massachusetts Department of Environmental Protection Consumer Waste Reduction Program at 617-292-5834 and the web site: <http://www.mass.gov/dep/recycle>

The Reusable News is a monthly column by the Selectmen's Recycling Advisory Committee. This article was written by committee member, Janice Capofreddi.