

For Immediate Release
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The Envelope Manufacturers Association Launches “Please Recycle” Campaign

Alexandria, VA, June 18, 2007 – The Envelope Manufacturers Association (EMA) has recently launched a major initiative to encourage the recycling of envelopes, cartons and packaging. Beginning this summer, EMA member companies will be adding “Please Recycle” logos to their envelopes, packages and cartons. “Most people know that newspapers are recyclable, but they don’t know that some envelopes and packaging are recyclable,” said EMA President Maynard Benjamin.

The “Please Recycle” campaign is sponsored by the Envelope Manufacturers Association (EMA) in conjunction with the Direct Marketing Association and the Magazine Publishers Association. These organizations recently received the endorsement by the Environmental Protection Agency to include these recycling messages on their products.

“The paper industry has committed to an overall goal of recovering 55 percent of the total paper we produce and the Envelope Manufacturers Association joins in that goal. Our “Please Recycle” initiative is aimed at encouraging our customers to assist us in recovering more used mail for recycling through existing municipal waste streams and in recovering our packaging materials through similar waste collection systems. Our goal is to manage our resources wisely for future generations,” said EMA President and CEO Maynard Benjamin.

Some facts about advertising mail and paper recycling:

- The average US household gets 18.5 pieces of advertising mail per week, a figure that has held steady during the past five years. (*US Postal Service, 2005 Household Diary Study*)
- Consumers do read their mail. According to the US Postal Service, 85 percent of US households usually read some or all of the advertising mail they receive. (*US Postal Service, 2005 Household Diary Study*)
- Direct mail accounts for only 2.2 percent (in weight) of the total municipal solid waste generated in the US annually, according to the US Environmental Protection Agency. That figure is likely to decline as greater strides are made in paper recovery and recycling.
- In 2006, a record 53.4 percent of the paper consumed in the US (53.5 million tons) was recovered for recycling. Paper recovery now averages nearly 360 pounds for each man, woman, and child in the US. (*American Forest & Paper Association*)

More information about the “Please Recycle” campaign, with downloadable logos are available on the EMA website at www.envelope.org.

EMA) is the world's largest association devoted exclusively to the growth and prosperity of the envelope manufacturing and paper-based communications industry and the professionals who proudly lead it forward. For almost 75 years, EMA has provided its members with powerful advantages to enable these world-leading companies to thrive and prosper in a dynamic global business environment.

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