



**For Immediate Release**  
October 29, 2007

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**Americans prefer to send and receive information in an envelope**  
*EMA Foundation releases mail preference survey*

Alexandria, Va. - Most adults trust envelopes as the safest way to send written information, according to a mail preference survey released today by the Envelope Manufacturers Association Foundation.

The nationwide survey, conducted by Harris Interactive, Inc., found that 60 percent of respondents said that envelopes were the safest vehicle for such communications. Just 26 percent cited e-mail or the Internet as the safest way to send written information.

“This latest survey reaffirms that Americans prefer envelopes for their most important communications,” said Maynard H. Benjamin, CAE, President and CEO of the EMA Foundation. “It’s not surprising because using an envelope is a secure, reliable and trusted method for sending and receiving valuable information.”

The survey also found that just 44 percent of Americans “frequently” or “sometimes” recycle envelopes they receive in the mail. Through a newly developed “Please Recycle” campaign, launched by the Envelope Manufacturers Association, the industry is encouraging users and recipients of envelopes, cartons and packaging products to recycle these materials.

Other significant findings from the survey include:

- 78 percent of respondents preferred receiving their bills in an envelope in the mail
- 75 percent of respondents preferred receiving their financial statements other than bills in an envelope in the mail rather than electronically via e-mail or on the Internet

The Mail Preferences survey was conducted by telephone within the United States by Harris Interactive on behalf of the EMA Foundation between September 28 and October 1, 2007. One thousand eighteen adults ages 18 and over participated. The full results are available on the EMA Foundation’s Web site at [www.emafoundation.org](http://www.emafoundation.org).

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***About the EMA Foundation***

The Envelope Manufacturers Association Foundation for Paper-Based Communications supports the paper-based communications industry by designing and implementing a key research and education agenda for companies in the envelope industry and the customers they serve. The Foundation seeks to identify and analyze major trends affecting the paper-based communications industry; position paper-based communications as a key participant in the information age; develop key relationships with academic institutions and allied industry partners to monitor and support focused research; and encourage career participation in the paper-based communications industry.