

DID YOU KNOW

The latest on the “Do Not Mail” Campaign and Certification Programs

IP Moves the Mail

A number of anti-mailing groups are targeting the direct mail industry with legislation that would make it illegal to send a consumer a piece of direct mail advertising without having a preexisting business relationship.



Did You Know?

In 2008 “Do Not Mail” bills were introduced in 13 states; none passed.

What is It?

The “Do Not Mail” anti-mailing movement at the state and federal level aims to block unsolicited direct mail unless customers choose to accept it. Mailers who then send mail to such individuals would be subject to harsh civil penalties and potential litigation.

Current Situation

- In 2009, bills have been introduced in Florida, Connecticut and New York.
- Bills would create a registry for consumers to remove their name from mailing lists, apply civil penalties and pursue potential litigation for mailers that send mail to such individuals.
- New York is also considering a bill that would create an opt-out program for items not delivered through the mail like phone books, newspapers and advertising mail.

Direct Impact of “Do Not Mail” Legislation

- Threatens nearly 8 million mailing industry jobs and the health of the U.S. Postal Service, of which direct mail accounts for roughly 50 percent.
- More than \$1 trillion in annual sales for mail-related industries.
- In 2008, every dollar spent on catalog marketing returned an average of \$7.28.
- Every dollar spent on non-catalog direct mail returned an average of \$15.55.
- Affects millions of smaller businesses who often rely on direct mail as the only affordable method of advertising due to limited resources.

International Paper’s Support

- IP created a customer education and action web site: ipmovesthemail.com. The web site was introduced to help our customers learn about the “Do Not Mail” campaign and to communicate with legislators in states considering these bills.
- IP believes strongly that direct mail advertising is an efficient, responsible and effective method of reaching target audiences about new products and services.
- IP was a founder of the Mail Moves America Coalition that includes a network of printers, publishers and others in the mailing industry. Visit their web site for more information and to sign up for membership: mailmovesamerica.com.

International Paper and Certification Programs



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