



Ecological Mail Coalition

Stop Junk Mail

Why Use:

- Catalogs and other promotional mailings accounted for 5.6 million tons of the solid waste stream in the U.S. in 1999.
- Nearly 90% of Fortune 500 companies dispose of advertising mail sent to former employees as soon as it is received.
- For every 20 former employees still receiving mail at your business, you're receiving at least 300 pounds of advertising mail and at least three trees are consumed to produce those mailings.

Millions of catalogs, flyers, magazines, and other promotional mail pieces are sent to former employees every week. This undeliverable mail not only costs the marketer sending the mail, it costs your agency valuable time and money to handle and dispose of it.

State Mail Services (SMS) has partnered with the Ecological Mail Coalition to provide agencies the easiest, most effective way to stop undeliverable catalogs, magazines, and other bulk mail. You can reduce environmental waste with this free service!

The screenshot shows the 'Add/Edit Former Employees' form on the Ecological Mail Coalition website. The page header includes the logo and the tagline 'The Smarter Approach to Business Mail. Less Waste. More Efficient. For Everyone.' Navigation tabs for 'View/Add/Edit Employees' and 'Membership Maintenance' are visible. The form fields include: First Name*, Middle Name/Initial, Last Name*, Job Title, a location dropdown menu (currently set to 'Department of General Services, DEB'), Business Name* (set to 'Division of Engineering and Buildings'), and Street Address* (set to '202 N. Ninth St, Room 412'). A 'Tips for This Page' sidebar on the left provides instructions on required fields and location selection.

How to Use:

Visit the SMS website to download instructions and access the login.

After a short one time registration agencies can input information about employees that have left or been relocated.

Marketers submit their mailing lists to the Ecological Mail Coalition for comparison to the names and addresses of the employees that your agency has submitted.

Outdated contacts are flagged for removal or addresses are changed for relocated contacts.

Over time, your undeliverable mail volume will drop dramatically.

Have a large list?

If you can obtain a file of terminated employees or if you maintain an Excel spreadsheet, Ecological Mail Coalition can upload it saving you the time of entering data.