

GETTING TOO MUCH "JUNK" MAIL?



Pat Cash, Wimbledon Champion
and Planet Ark co-founder



WHAT'S THE DIFFERENCE BETWEEN DIRECT MAIL AND JUNK MAIL?

Every year over a third of all direct mail goes straight in the bin. That's what people do to mail they think is irrelevant to them. They treat it as rubbish. Junk.

(The fact is last year over 78,000 tonnes of it ended up on the scrapheap as landfill.)

But not all direct mail is junk. This leaflet is a good example.

It's just one of the many examples of charities using direct mail to generate much needed awareness and funds for their causes. Direct mail also enables the British public to purchase £25 billion worth of goods and services every year.

Whilst many people are happy to receive direct mail, this leaflet will show you what to do if you don't.

WHAT CAN YOU DO ABOUT "JUNK" MAIL?

The fact is, you do have the choice about what you receive through your letterbox.

If you want to stop receiving unwanted direct mail from companies that you have not dealt with before, you can register your details free-of-charge with the Mailing Preference Service (MPS). By doing this you can remove your name from up to 95% of direct mail lists in the UK.



To find out more, visit www.mpsonline.org.uk

ONE MAN'S JUNK IS ANOTHER MAN'S TREASURE

Of course, if you are happy to receive all kinds of direct mail, but you simply want to turn it a shade greener, recycling it can make a huge difference to the environment.

When you recycle your post, it can be turned into useful products like recycled paper or toilet tissue. So please use all your local recycling facilities.

Planet Ark shows people how to reduce their day to day impact on the environment. That's why we've created this leaflet with the Direct Marketing Association

For more information on this campaign, please visit www.planetark.com/mps

WHAT CAN I DO?

- ✓ To register with the MPS and take your name off direct mailing lists – just visit www.mpsonline.org.uk and fill in the form. This is a free service. You can also phone 0845 703 4599 (local call rate).
- ✓ Recycle your direct or 'junk' mail with your newspapers and magazines. If you aren't sure whether you can do this or not, contact your local authority or visit www.recycle-more.co.uk to find out what recycling services are offered in your area.

"...don't want to receive "junk" mail?
Visit mpsonline.org.uk"

Darrell Minogue,
Singer & Planet Ark supporter



78,000 TONNES OF LANDFILL.

Every year a third of all direct mail goes straight in the bin. That's because it's of no interest or relevance to the people who received it and is considered "junk". Of course, one man's junk is another man's treasure. The same piece of mail that irritates you may be welcomed by the person next door. However, if you don't want to receive this mail, you can help to prevent this wastage by signing up to the Mailing Preference Service (MPS) at www.mpsonline.org.uk. Run by the Direct Marketing Association, the MPS allows you to have your name removed from over 95% of UK mailing lists. This will help to make sure that you don't receive any unwanted mail. On the other hand, if you are happy to receive direct mail, but would like to turn it a shade greener, please recycle it with your newspapers and help make a big difference. To find out how, visit www.planetark.com/uk

PLANET ARK



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