

ENVIRONMENT INFORMATION SHEET

Sustainable Mail™

Sustainable Mail™ is an initiative from The Royal Mail. Its aim is to reduce the environmental impact of business mail and to ensure its sustainability in the future. It was launched in April 2009.

The requirements cover best practice in;

- data management, thereby reducing wasted mailings
- “on-product” messaging that the mailing can be recycled, and
- minimum environmental criteria for the raw materials being used

Sustainable Mail is available on all variants of Mailsort (except Mailsort Light) and incentivises users to increase the amount of environmentally friendly material used within the mailing and reduce the amount of waste going to landfill.

Utilising Sustainable Mail there are two levels of discounts available, entry and immediate, which can deliver **up to 4.7% saving** on the standard Mailsort pricing.

Initially Sustainable Mail will focus on direct mail supporting the introduction of PAS2020, an environmental BSI standard for direct marketing developed by the direct mail industry. (see separate information sheet)

Requirements for Materials (Paper)

A key element of this initiative is the sustainability of the raw materials used, which is consistent for both entry and intermediate levels. A summary of these requirements are as follows;

1. All paper products used must contain recovered fibre (recycled) and/or Virgin fibre sourced under a certified chain of custody conforming to a certification scheme approved by the Defra funded Central Point of Expertise on Timber procurement (CPET). These include either FSC or PEFC certified material.
2. All paper products must be produced using non-chlorinating bleaching methods. These include Elemental Chlorine Free (ECF), Processed Chlorine Free (PCF) and Total Chlorine Free (TCF) including oxidizing and reductive bleaching.
3. All paper products used must be sourced from paper mills that operate an environmental management system conforming to BS EN ISO 14001 and/or the Eco-Management and Audit Scheme (EMAS).
4. All paper elements of the mailing, including window and padded envelopes, must be fully recyclable.

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5. No brown paper or brown paper envelopes (including manila) can be used. This is not accepted by many local authorities in their municipal waste paper collections as it is viewed as a contaminate, and lowers the value of this recovered resource.
6. The mailing must contain no plastic envelopes or polywrap.
7. Lamination must not be used for any content of the mailing.

Availability of products

With over 90% of Howard Smith Paper Group products Recycled, FSC or PEFC certified we have products which meet the criteria of sustainable mail for all print applications.

Benefits of using Sustainable Mail™

For most organisations sustainable procurement and sourcing policies are a fundamental element of their Corporate Responsibilities (CSR). In addition to the cost benefits, adopting Sustainable Mail will minimise the environmental impact of their direct marketing activities and, through on-product messaging, they can communicate this commitment to customers and stakeholders.

For more information and full details of the specification visit www.royalmail.com/sustainablemail

To download a leaflet on PAS 2020 www.greendm.co.uk/downloads/pas_2020_leaflet.pdf