



## FACT SHEET

# DID YOU KNOW?

The growing trend of the environmentally conscious person has increased over time. As the change in adopting sustainable behaviour continues, adapting business practices will grow and support environmental change.

Here are statistics on direct mail and sustainable practice to make your next mail piece exceptional.

## OPEN UPTO MAIL

+61 3 9421 2206  
info@outm.com.au

Suite 6, 151 Barkly Avenue  
Richmond Vic 3121 Australia  
www.openuptomail.com.au  
www.openuptomail.co.nz

### 1. RECYCLED MATERIAL

- Paper is one of the most recycled products in the world.
- **95%** of Australian households recycle or reuse their paper products<sup>1</sup>.
- **77%** of catalogues are recycled and **99%** are recyclable<sup>2</sup>.
- More than half of all fibre used in Australia to make paper now comes from recycled material. Australia is one of the leading countries in the use of recovered paper for paper production.

### 2. RENEWABLE RESOURCES

- Papers are produced from renewable resources and sourcing paper from sustainably sourced forests and mills is the best way to ensure your papers are complying with the best environmental standards and ethical practice.
- In Australia, **31%** of energy used by the pulp and paper sector comes from renewable sources (biomass and hydro).

### 3. SELF SUFFICIENT

- Over **90%** of Australia's commercial forest operations are independently certified to comply with the world's best sustainable forests management practices.
- Australian Paper uses its pulp and paper waste stream to generate **70%** of the electricity used by their Maryvale mill.

### 4. THE GREEN OPTION

- Australian plantations and commercial forests removed net 43.7 million tonnes of CO<sub>2</sub> from the atmosphere<sup>3</sup>.
- Reading a newspaper can consume **20%** less carbon than viewing news online.
- In our noisy multimedia world, it's often mistakenly supposed that e-media is more sustainable than printed communications. One email with a 400K attachment, sent to 20 people is the equivalent to burning a 100-watt light bulb for 30 minutes.
- Digital media has a significant environment impact and is not the "green" option it is often presented to be. Consider this:
  - The average Australian generates nearly 20kgs of e-waste every year.
  - Electronic waste is growing at over 3 times the rate of other municipal waste streams.
  - Electronic products contain rare earth metals that are non-renewable and energy intensive to extract.



SOURCE 1. ABS, 2012. 2. ACA, 2014. 3. Two Sides, 2019.