



FACT SHEET

ENVIRONMENTAL TIPS & FACTS

Keeping your mailing piece environmentally friendly isn't difficult to do, there are so many options and solutions for you from recyclability to carbon offsetting, these tips will help you keep your mailer in good environmental health without compromising on the 'wow' factor that mailing creates.

1. THE CYCLE OF LIFE - RECYCLING

Paper recycling rates in Australia are amongst the highest in the world with over 87% of all paper and paperboard consumed being recovered.¹

Some embellishments such as foils, UV varnishes and more cannot be recycled in the council household recycling bins and if you are looking for a 100% recyclable solution, these finishes might need to be left off the creative brief for now. New technologies are always being developed so keep working with your print partner on innovations in this regard.



Paper recycling rates in Australia are amongst the highest in the world with over 87% of all paper and paperboard consumed being recovered.¹

2. TALKING STOCK - PAPER OPTIONS

Consider a lighter weight of paper stock or printing on both sides. Whether you're printing a brochure, a flyer/pamphlet or book, you should always think about the different types of paper stock you may be using and whether these weights are fit for purpose. This includes considering the different types of paper textures, the weight and thickness, as well as coated or uncoated paper and the life of the printed piece. Something which is being used for a period of time, for example a calendar, should use stock that can last longer, however a short sales flyer might be better on a lighter weight. Some ideas are explored below as a general guide.



GSM - acronym which stands for "Grams per Square Metre"

If you're new to outsourcing printing services, you'll be asked what GSM you would like to print your job on. GSM is a measurement of the quality and weight of your paper. It's also an acronym which stands for "Grams per Square Metre". The higher the GSM number, the heavier the paper stock will be.

- 90-100gsm often the cheapest and lightest option, 90-100gsm paper weights are usually ideal for brochures, flyers, envelopes, slips and letterheads.
- 115-170gsm perfect for your business posters, wall planners/calendars and text pages in your booklets and magazines.
- 200-250gsm if you're after booklets and magazine covers, the thickness of a 250gsm will give your printing jobs the level of professionalism it needs.
- 300-420gsm ideal for your business cards, flyers and promo cards²



FACT SHEET

ENVIRONMENTAL TIPS & FACTS

**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

3. SCRIBBLE ME THIS - INK OPTIONS

Use environmentally friendly ink made from soy, the benefits include:

- **Sharp clarity** - Soy inks tend to produce brighter and sharper images than regular inks. This is because soybean oil is naturally clearer than most petroleum-based ink. With soy ink, you can give your logo a vibrant look that's just not possible otherwise.
- **Cost-effective** - The price of soy ink is comparable to petroleum-based ink. However since printing with soy-based ink produces especially high-intensity colours, it often requires less ink than conventional printing. This means that with soy-based printing, you're getting the most out of your money.
- **Low VOC levels** - Using soy-based ink is great for the environment when compared to other inks; it's particularly notable for its low levels of Volatile Organic Compounds (VOC's), less than one fifth of the amount produced by petroleum-based inks. VOC's are pollutants which evaporate in sunlight, and are unhealthy for both the environment and human beings. Using soy ink ultimately produces less air pollution and health hazards.
- **Highly recyclable** - When recycling paper, any printed ink has to be removed first. According research from Western Michigan University, paper printed with soy-based ink has a faster rate of dirt removal during the de-inking process, which makes it easy to recycle. Additionally, soy ink is more than four times more biodegradable than standard ink, so even paper that isn't recycled with have less environmental impact.
- **Sustainability** - Naturally, soy ink is made from soybeans, a renewable resource (unlike standard petroleum). What's more, it's actually made from a by-product of soybean farming. This means that no new crops need to be harvested to create soy-based ink. Also, soybeans require very little irrigation and only a small amount of energy to cultivate.

SOURCE 1. CEPI Sustainability Report, 2018. **2.** BannerSHOP, 2016.

4. NOT ALL PLASTICS ARE CREATED EQUAL - PLASTIC WRAP

Where it can be avoided, don't use non-recyclable plastics. Plastic wrap solutions can protect against inclement weather and protect your mailing, however if it is not recyclable and ends up in the Council household recycling bin, it will contaminate the entire bin.

5. HEALTHY AND PRIVATE - DATA

Maintain good data health to reduce waste and save valuable budget dollars

- keep records updated
- regularly process returned mail, opt-outs
- remove records that are on 'ADMA's Do Not Mail' file
- de-dupe and double check your streams to reduce wastage and save costs
- Carefully target prospects to ensure greater relevance and results.

6. KEEP IT NATURAL - CARBON OFFSETTING

Consider carbon off-setting your campaigns - there are many carbon neutral paper options, printers can provide carbon neutral solutions also and coming soon Australia Post will be able to provide you a carbon footprint for you mailing piece.



**Printers can provide
carbon neutral
solutions.**