



**PACE**  
PARTNERS FOR A  
CLEAN ENVIRONMENT

## What is PACE?

PACE provides education outreach, technical assistance, and recognition for environmental achievement. The program is available at no cost to businesses in Boulder County. PACE offers:

- Assessments to identify opportunities for waste reduction, water conservation, and energy-efficiency
- Information and assistance to meet your business needs
- Compliance education
- Public recognition for your environmental efforts

## Why Participate?

**Compliance** – Our free, non-regulatory consultations help you comply with environmental laws and ordinances and reduce your liability.

**Cost Savings** - Less waste means lower disposal and operating costs. Efficient use of water, energy, and materials saves money.

**Public Image** - Environmental practices impact your image with customers, the community, and regulatory agencies.

## Public Recognition!

PACE publicly recognizes certified businesses through free advertising. This includes Internet listings and advertising in newspapers, magazines, utility bill inserts, and radio spots.

Certified businesses receive a PACE window decal and framed certificate.

[www.pacepartners.com](http://www.pacepartners.com)

**PACE Hotline 303-786-PACE (7223)**

# Resource Management *Direct Mail*

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How much of your time at work is wasted sorting through unwanted mail? This unwanted mail not only causes inefficiencies at the workplace but also has a negative impact on the earth. 50% of all U.S. mail is discarded unopened, resulting in a waste of 31 million trees, (17% of which were from old-growth forests) and 14 billion gallons of water for just one year. This misuse of resources also results in habitat loss, one of the main causes of animal and plant extinction. This waste of your valuable time and natural resources can be reduced through a few simple steps.

### Limit direct mail with minimal time and effort at your business

- Contact Dun & Bradstreet, the source of business-to-business mailing lists, and ask to be removed from their list. Contact them at 1-800-333-0505 or [custserv@dnb.com](mailto:custserv@dnb.com).
- Send a list of former employees to Red Flag Employer Services ([www.redflagservices.com](http://www.redflagservices.com)), and they will remove these names from direct mailers' lists free of charge.
- Inform employees that they can help reduce unwanted mail by:
  - o Asking businesses they deal with to not sell or trade your company's mailing information.
  - o Provide businesses with your company's name, phone, and e-mail, but no physical address.

### Additional steps to tackle other sources of junk mail

- As soon as you receive unwanted mail, request that all listings for your company be removed by using their toll-free number or fax, or write your address and request on any enclosed postage-paid envelopes or postcards. If the unwanted mail has none of the above, you can create postcards to send to businesses requesting removal from their mailing lists. Preformatted postcards are available at [dnr.metrokc.gov/swd/nwpc/bizjunkmail8.htm](http://dnr.metrokc.gov/swd/nwpc/bizjunkmail8.htm).
- When your company registers for classes or conferences, purchases products or services, or orders subscriptions, request to not have your mailing information distributed to other vendors.

### Clean up your own mailing lists if you send direct mail

- Consolidate mailing lists into one computer database and delete duplicate listings.
- On every mailing you send out, print easy "opt out" instructions in a visible place on mailing.
- Send customers who receive multiple mailings a list of their recipient employees and ask them to cross off names of employees who have left or relocated.
- To delete names from your mailing list, set up and maintain a system that can handle both returned mail and phoned-in requests for removal.

### Reducing junk mail at home

- Residential junk mail can be similarly handled, but some differences do exist.
- Website links: [www.ecocycle.org/junkmail](http://www.ecocycle.org/junkmail), [www.newdream.org/junkmail](http://www.newdream.org/junkmail)

### References:

Consumer Research Institute - [www.stopjunk.com](http://www.stopjunk.com)

National Waste Prevention Coalition - [dnr.metrokc.gov/swd/nwpc/bizjunkmail.htm](http://dnr.metrokc.gov/swd/nwpc/bizjunkmail.htm)

Global Stewards Organization - [www.globalstewards.org/junkmail.htm](http://www.globalstewards.org/junkmail.htm)

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