

# SANTA'S THIRD ANNUAL REPORT ON THE DIRECT MAIL INDUSTRY

Ho ho hi there! The holiday season is finally here, and you know what that means: it's time for my annual report on who's been naughty and who's been nice in the direct mail industry.



ForestEthics volunteer Santa Claus

I'm usually a pretty jolly guy, but my annual sleigh rides have been getting me down: every year I look out and see that the forests of Canada's Boreal, the U.S. Southeast and Indonesia are shrinking. I called up those hardworking elves at ForestEthics to find out what was going on, and ho ho no! They told me that every year, 100 million trees in those precious forests are cut down to create the 100 billion pieces of unwanted junk mail that make up 60% of all the mail we get. Turns out junk mail's also responsible for a lot of the melting ice I've been getting back home: the industry creates as much greenhouse gas emissions every year as almost 10 million cars.

I decided to do what I do best: make a list and check it twice. My first reports were on the catalog industry, and since then, some companies have come a long way. Take Crate & Barrel for instance—they just announced a very merry new paper policy that calls for recycled content, sustainable sourcing, Endangered Forest protection and reduced paper use. So this year, I've expanded my list to include credit card companies. Their solicitations account for 30% of all junk mail, and catalogs account for another 30%.

So grab yourself some warm milk and cookies and have yourself a read. Then, when you're out doing your holiday shopping, take it from a gift-giving pro: don't forget who's naughty and who's nice!

**JUST A FAIRY TALE: THE NEED FOR CATALOGS**  
The other day, as Mrs. Claus was ordering a naughty little number from the Victoria's Secret website, it struck me: why do companies need to print catalogs at all? Heck, even up here in the North Pole we've got the whole workshop set up for wi-fi. Well, it seems the folks at Macy's came to the same conclusion: they decided to stop printing their Bloomingdale's catalog and take all their orders online. To thank them, I'm going to do something I've never done before: go to Macy's and let the kids come up and tell me what gifts they want. Come by and see me!

**ALL I WANT FOR CHRISTMAS IS A DO NOT MAIL REGISTRY**  
When you're in charge of getting toys for all the world's children, you wouldn't believe how many mailing lists you wind up on. Every day, I have to assign six elves to the dreaded "junk mail duty"—sorting, shredding and recycling. It's not much better for folks like you: the average American spends 8 months of his or her life dealing with junk mail. Enough is enough! I signed the petition for a Do Not Mail registry at donotmail.org—and you should too!



## Santa's List

### Nice!

- |                   |                 |
|-------------------|-----------------|
| Timberland        | REI             |
| Patagonia         | Macy's/         |
| Crate & Barrel    | Bloomingdale's  |
| Dell              | Williams-Sonoma |
| Victoria's Secret | L.L. Bean       |

### Checking Twice...

- JC Penney
- HSBC
- Bank of America
- Lands' End

### Naughty.

- |               |                  |
|---------------|------------------|
| Sears         | Citi             |
| Neiman Marcus | American Express |
| Eddie Bauer   |                  |
| Capital One   |                  |
| Chase Bank    |                  |



DIRECT MAIL COMPANIES		ENDANGERED FORESTS	FSC CERTIFICATION	RECYCLED CONTENT	PAPER REDUCTION	caribou  nice	fruitcake  checking twice	coal  naughty
NICE	Patagonia					<b>Patagonia</b> has the highest post-consumer recycled content in the catalog sector, making them the gift that keeps on giving. In a class of their own.		
	Timberland					<b>Timberland</b> is phasing out its catalog--showing how the best businesses innovate to meet consumer demand! Joy to the world!		
	Dell					<b>Dell</b> knows that it doesn't take a software engineer to see that a good paper policy protects both climate and forests.		
	Victoria's Secret					<b>Victoria's Secret</b> and ForestEthics go way back, and we can say for certain that they've been quite nice this year		
	REI					<b>REI</b> is an outdoor gear company that is still playing nice--they work well with us on implementing their policy which is always our advice.		
	Crate & Barrel					<b>Crate &amp; Barrel</b> has a model policy that goes well with its bamboo collection--this forward-thinking company is headed in the right direction.		
	Williams-Sonoma					<b>Williams-Sonoma</b> has 99% FSC-certified catalog paper--a sector-leading percentage that is as sterling as the company's finest silverware.		
	Macy's/ Bloomingdale's					<b>Macy's/Bloomingdale's</b> phased out their Bloomingdale's catalog--leading the parade into the era of internet-based, paperless commerce.		
	J. Crew					<b>J. Crew</b> sometimes plays the secretive Scrooge, while the other <i>nice</i> companies communicate their policies.		
CHECKING TWICE	L.L. Bean					<b>L.L. Bean</b> seems content to be in the middle of the pack, and would rather not get together and talk about paper reduction.		
	JC Penney					<b>JC Penny</b> is still nice on paper reduction, but why can't they commit to stay out of Endangered Forests?		
	HSBC					<b>HSBC</b> has made some great verbal commitments around FSC--we can't wait to see their words put into action through a paper policy.		
	Bank of America					<b>Bank of America</b> wants to be on Santa's List. While their initiatives look promising, we're not sure if they've been implemented.		
	Lands' End					<b>Lands' End's</b> stocking is a mixed bag this year: generous paper reduction, but FSC and Endangered Forest policies that make their name sound like a bad pun.		
NAUGHTY	Sears					<b>Sears</b> is working on a policy, and has increased its recycled content, but we still wish the Wishbook were greener.		
	Neiman Marcus					<b>Neiman Marcus</b> has been giving us lip service for a couple of years--endless procrastination gets you a spot on Santa's naughty list.		
	Eddie Bauer					<b>Eddie Bauer</b> has made no commitments on forest and paper policy. If you care about climate or forests, they don't really want your business.		
	Capital One					<b>Capital One</b> is naughty this year by ignoring our survey twice. Maybe they would rank higher if they stopped cluttering our mailboxes.... now that's some sound advice.		
	Chase Bank					<b>Chase Bank</b> has no problem filling your mailbox with credit card offers, but do they respond to our nice little survey? Noooo.		
	Citi					<b>Citi</b> gets coal for the shroud of secrecy surrounding their paper policy. We have to assume the worst until they decide to talk to us.		
	American Express					<b>American Express</b> should be as forthcoming with their environmental policies as they are with their junk mail...'Don't leave home without it'? More like 'Don't ask 'em anything about it.'		

## FORESTETHICS

Because protecting forests is everyone's business

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