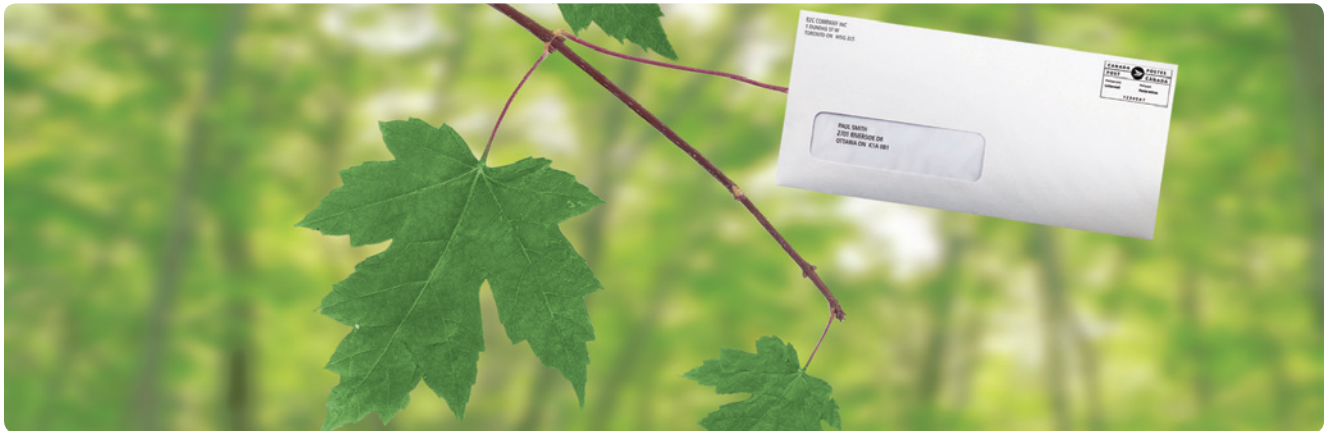


Give Lettermail™ the green light



Lettermail lets you push the envelope with a big ROI and a small footprint.

With concern about the planet top-of-mind, it's important to make sound environmental choices about how you connect with customers. The world's favourite medium gets a green light.

Committed to making a difference

Most necessities in life leave a carbon footprint and mail is no exception. Put in perspective, using one tank of regular gas¹ in a mid-sized car produces the same level of greenhouse gas emissions as the processing and delivery of 4,000 letters. This is more mail than the average household receives in 4 years². Regardless, at Canada Post, we understand mail is an important service to Canadians and are committed to improving our carbon footprint.

Going green

In a marketplace increasingly focused on the environment, Lettermail is an effective and responsible way to reach your customers.

Paper is sustainable

Most paper comes from renewable forests. It's biodegradable. It's Canada's most recycled and reused product, more than glass, metal and plastic.

A preferred medium

Not all households in Canada have computers. Of those with email, 85 per cent³ say they prefer to get bills, statements and official correspondence in the uncluttered environment of Lettermail.

Balancing paper and "e"

People wrongly think sending emails has no environmental cost. Both letters and electronic channels consume energy and resources. Using "e" *redistributes*, not eliminates, the carbon footprint⁴. There are environmental tradeoffs in every choice.

Let's get physical

Combine the unique strengths of letters with other media to get maximum impact. Lettermail is best for capturing attention and sending personalized, trustworthy information. It's the hands-down winner for one-on-one relationship building. That's why savvy marketers use Lettermail in their communications mix to maximize ROI.

Did you know?

The average daily commute emits more CO₂ emissions than the processing and delivery of 100 pieces of mail⁵.

Give Lettermail™ the green light

Committed to green

Smaller footprint

At Canada Post, we're serious about reducing our environmental footprint. We're committed to using smaller, more fuel-efficient vehicles. We're registering all major new buildings for LEED™ certification. We've reduced greenhouse gas emissions from our vehicle fleet and buildings by 14 per cent since 1991.

Greening the mail

The printing and mail industries are improving environmental practices. They're using more renewable power sources and less energy. Many printers use vegetable-based inks. It all makes for greener mail.

Make the move

It starts with accurate addressing. Most Canadians who move each year give their new address to Canada Post. Use our National Change of Address database and our Address Accuracy program to improve deliverability and reduce waste.

Unleash Lettermail's ROI

Think about including targeted promotional messages on your bills and invoices to grab attention and generate revenues. Eliminate costly inserts by printing ads and promotions on your envelope or letter. That's a greener choice—with greater returns.

More tips for greener mail

- To make responsible choices about paper products, choose papers certified through a third-party sustainable forest management certification system such as the Forest Stewardship Council.
- For design and production, consider creative formats that use less paper and processes that use less energy.
- Choose less toxic vegetable-based inks or recycled inks.
- Encourage recycling by adding a "Please recycle" symbol on your mail.
- Reduce waste from undeliverable mail and increase your mailing ROI by keeping your address list clean, accurate and updated. Every year, more than 140 million addressed mail pieces do not make it to the intended recipients due to incomplete or incorrect addressing.⁶



Show customers you're eco-friendly

Win your customers' respect by following environmentally sound practices and using recycling symbols on your mail.

Lettermail:

- ▶ Personal.
- ▶ Build loyalty and trust.
- ▶ Great reach with a small footprint.

¹ Based on 50 litres. Emissions estimated at 2.5kg per litre, taken from *Envirozine, Issue 1*, Environment Canada, Dec 2000. Approximate emissions associated with the processing and delivery of one lettermail item: 30 grams.

² *Canada Post: A blueprint for change*, page 11. Average of 373 lettermail items per address in 2007.

³ *The Value of Mail Study*, CP#07-27, Sept. 2007.

⁴ *US EPA 2007D— End-use consumption of electricity study; The Environmental Impact of Mail: A Baseline*, Pitney Bowes, June 2008.

⁵ *Fuel Consumption Rating*, Natural Resources Canada, Office of Energy Efficiency – Assumptions: Mid-size car, 2009 model average, one way commute of 7.6 KM (15.2 KM roundtrip).

⁶ CPC Lettermail and Publications transaction volume data, 2007; CPC Undeliverable Addressed Admail Pilots conducted in 2008-2009.

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