

Reduce and Recycle Junk Mail



Catalogs and other direct mail advertisements make up 5.6 million tons of paper waste that end up in U.S. landfills every year. The best way to handle junk mail is to stop it before it gets to your mailbox. Follow these tips to first reduce, and then recycle junk mail and catalogs.

- Sign up with organizations like Catalog Choice (catalogchoice.org) and DMAchoice (dmachoice.org) that can remove your name from widely distributed consumer mailing lists.
- Avoid customer surveys, sweepstakes applications, product registrations, warranty cards and customer loyalty cards. While some stores and organizations will honor your request to “not sell or share your information”, the best way to be sure is to not provide the information at all.
- Major credit agencies sell your credit information, resulting in junk mail from companies offering “preapproved” loans or credit. To stop these mailings call 1-888-5-OPT-OUT or visit optoutprescreen.com.
- For catalogs and junk mail you can’t stop, dispose in your recycle cart. Even mail with clear window envelopes can be recycled.
- Remember, phone books and publications that are wrapped in any form of plastic will need to be removed from the plastic wrap before recycling. The plastic wrap can be collected with similar plastic bags and films and taken back to the grocery store, but should not be disposed in your recycle cart.

The average American household receives 848 pieces of junk mail, equal to 1.5 trees every year. That’s more than 100 million trees for all U.S. households.