✕ONEPOST™

Save on the things you send.

✕ONEPOST™

RESPONSIBLE MAIL™

BE GREEN AND SAVE MORE ON THE THINGS YOU SEND

WHAT IS RESPONSIBLE MAIL™?

Responsible Mail™ is a Royal Mail Wholesale (RMW) service that provides customers with the opportunity to benefit from lower prices by posting environmentally friendly direct mail. The service is an 'add-on' option for existing RMW Letter and Large Letter services and is for direct mail only, that is **"addressed mail items comprising a largely uniform message with the purpose of promoting the sale or use of products or services or to encourage contribution to or support of a cause".** There are two levels of Responsible Mail™, Entry and Intermediate.

WHAT ARE THE BENEFITS TO CUSTOMERS?

Customers have the opportunity to benefit from lower prices and increase return on investment whilst demonstrating their environmental credentials to their own customers and contributing to their Corporate Social Responsibility (CSR) scores.

WHAT ARE THE BENEFITS TO THE ENVIRONMENT?

Customers improve the targeting of their mailings by effective use of data management. This ensures that mail is sent to up-to-date and relevant address lists to avoid wasted mail in the instance of, for example, goneaways and deceased records and ensuring mail only goes to those more likely to respond, again minimising waste.

Responsible Mail items are produced using processes and resources that are known to be less harmful the environment. All elements of a Responsible Mail item are fully recyclable.

HOW TO SAVE

To save more on the things you send, you simply need to place a tick next to each of the criteria on our Responsible Mail checklist to confirm you comply with the requirements. For advice please do not hesitate to contact a member of the ONEPOST team on 0800 138 3551.

For latest cost savings and details visit www.onepost.co.uk/services/responsible-mail

FREQUENTLY ASKED QUESTIONS

WHO HAS ROYAL MAIL WHOLESALE CONSULTED IN DEVELOPING THIS SERVICE?
In developing Responsible Mail™, Royal Mail have consulted a cross-section of customers, trade associations, Government and other environmental experts and organisations to establish a specification that offers a practical and cost beneficial way for customers to reduce their direct mail's impact on the environment.

WHY IS RESPONSIBLE MAIL™ ONLY FOR DIRECT MAIL? Responsible Mail™ is Royal Mail Wholesale's first contribution to the environmental agenda. We are attempting to support the market for mail that is 'optional' (rather than, say, an obligatory statement or invoice) by incentivising sending customers to post direct mail that is responsibly produced and based on up to date, accurate mailing lists (accurate mailing lists are known to be less of an issue when sending, for example, statements or invoices to existing customers). We believe that direct mail in particular should aim to minimise its impact on the environment and so have made available an appropriate service option.

THE RESPONSIBLE MAIL™ SPECIFICATION ALREADY HAS DM CONTENT SO WILL MY RESPONSIBLE MAIL™ POSTING ATTRACT THE ADVERTISING MAIL® DISCOUNT AS WELL? Because the content is DM any Responsible Mail™ Letter posting will attract the Advertising Mail® discount in addition to the relevant Responsible Mail™ discount.

FIND OUT MORE ABOUT DATA SERVICES AVAILABLE FROM ONEPOST:
www.onepost.co.uk/services/data-services

WHY DOES THE SPECIFICATION ALLOW VIRGIN FIBRE PAPER? Surely it's less environmentally friendly than recycled paper? Experts recognise that virgin fibre paper can be an environmentally friendly option, if derived from a sustainably managed source: it contributes to a reduction in carbon in the atmosphere while growing and can be readily replenished. It is also the case that there are limited amounts of recycled paper; virgin fibre paper is an acceptable alternative.

WHAT IS REQUIRED TO PROVE THAT PAPER IS VIRGIN OR RECYCLED FIBRE CONTENT AND IS SOURCED FROM A FOREST CERTIFICATION SCHEME APPROVED BY THE CENTRAL POINT OF EXPERTISE ON TIMBER PROCUREMENT (CPET)? A Certificate of conformance for the chain of custody from your supply chain (e.g. paper wholesaler or paper mill).

WHAT IS BS EN ISO 14001? The BS EN ISO 14001 Environmental Management System relates to the internal processes and systems within an organisation and the impacts they have on the environment. It examines a number of different aspects and the consequential environmental impacts, and develops a system of continual environmental improvement.

WHAT IS REQUIRED TO PROVE ADHERENCE TO BS EN ISO 14001 ENVIRONMENTAL MANAGEMENT SYSTEM? An up to date certificate of conformance from the British Standards Institute's qualification procedure.
Is FSC (Forest Stewardship Council) accreditation equivalent to the BS EN ISO 14001 requirement for Intermediate level? No - FSC accreditation and the BS EN 14001 Environmental Management System are not the same thing. The FSC chain of custody for an organisation requires it to trace the entire supply chain right back to the raw material. It is up to the business to ensure that all of its suppliers in the chain also meet FSC standards. This is a specific accreditation relating to wood/paper procurement and forestry management.

DOES FSC ACCREDITATION BY CPET MEET THE REQUIREMENT FOR RESPONSIBLE MAIL™ ENTRY LEVEL? FSC is one of five certification schemes approved by CPET. These are:
- Canadian Standards Association (CSA)
- Forest Stewardship Council (FSC)
- Malaysian Timber Certification Council (MTCC)
- Programme for the Endorsement of Forest Certification (PEFC)
- Sustainable Forestry Initiative (SFI)

Accreditation from any one of these schemes will therefore satisfy the CPET requirement for Responsible Mail™ Entry Level.

ARE THERE ANY PLANS TO ALLOW BIO-DEGRADABLE POLYWRAP IN THE FUTURE? Currently the Responsible Mail™ specification excludes the use of all forms of polywrap. However, the environmental landscape is evolving, and plans will change to reflect this, although it is important to bear in mind that the overall emphasis is on recycability, not bio-degradability.

WHAT IS "WRAP"? WRAP (Waste & Resources Action Programme) is a private not-for-profit company established in 2000. WRAP is backed by government funding from England, Scotland, Wales and Northern Ireland.
Its purpose is to help individuals, businesses and local authorities to reduce waste and recycle more, making better use of resources and helping to tackle climate change. Full details can be found at www.wrap.org.uk.

WHERE CAN I FIND OUT ABOUT THE RECYCLE NOW WRAP LOGO? "Recycle Now" is a national communications campaign for England to encourage people to recycle. Scotland and Wales have their own initiatives - "Waste Aware Scotland" and "Recycle for Wales".

TO DOWNLOAD RECYCLE LOGOS VISIT
www.onepost.co.uk/library/resources.

WHAT INFORMATION ON HOW TO RECYCLE AN ITEM IS ACCEPTABLE? Examples could be: "Read me, recycle me" or "Recycle when finished".

WHY ARE LAMINATE AND UV VARNISH FINISHES NOT ALLOWED? Lamination can render a product unrecyclable and non biodegradable and the lamination process emits high levels of volatile organic compounds (VOCs);
UV varnishes are mineral-oil based, which contain solvents. Their application is via a process that uses a large amount of energy and they cause problems for the recycling process.

HOW CAN THE REQUIREMENT FOR LESS THAN 90% INK COVERAGE BE MEASURED? Ink coverage is expressed as an average percentage of the sum of the percentage coverage of each individual ink used.
For example: Cyan 20% + magenta 30% + yellow 60% + black 10% = 120/4 = 30%
This example of determining ink coverage is based upon a four-colour set of inks. Similar calculations apply for the various alternative dot patterns that are used. Several software tools exist for measuring total ink coverage, including system specific tools, stand alone applications and plug-ins. Some examples are:
- APFill (stand alone);
- PressPercent Pro (stand alone);
- Phantasm (Illustrator add on);
- Inkcoverage (shareware plug-in for Photoshop);
- Under colour removal (UCR) techniques should be employed where possible to assist in reducing ink coverage.

Confused by jargon? Check out our glossary www.onepost.co.uk/library/glossary

ONEPOST - THE UK'S LEADING PROVIDER OF INDEPENDENT POSTAL ADVICE AND MANAGEMENT

✕ ONEPOST™

Save on the things you send.