



greenPost

What is greenPost?

greenPost is a new service for your promotional direct mail that helps you produce greener mailing pieces, and rewards you with postal discounts for doing so.

There are two levels of greenPost – Entry and Intermediate – based on four key criteria:

- Sourcing and recyclability
- Data
- Opting out
- Mail item specification

How green is my post?

This chart shows a summary of the criteria that must be met to achieve Entry and Intermediate levels of greenPost.

For more detailed information, please refer to the greenPost customer guide.

	Entry	Intermediate (in addition to Entry level requirements)
Sourcing and Recyclability	Responsible sourcing – must contain recycled fibre and/or virgin fibre sourced from a forest certification scheme. All elements of the mailpiece must be recyclable No brown envelopes or polywrap	Environmental management systems mandatory BS EN ISO 14001 The following are prohibited: Ultra violet finishes Rubber-based adhesives
Data	Data suppression mandatory MPS, goneaways etc.	Mandatory use of commercially available deceased and goneaway files Mandatory removal of goneaways and opt-outs received from previous mailings
Opting-out	N/A	Clearly provide addressee with option to opt-out of receiving further DM from sender
Mail-item spec	Letter & large letter formats 90% postcode accuracy 100% postcode accuracy when used with Access Walksort and Access 700	Presentation in bags or trays 95% postcode accuracy

What post is eligible for greenPost?

- Any promotional direct mail
- Letter and large letter
- Minimum volume of 4000 items (10,000 for 700CBC)
- Sent using any TNT Post Premier service (pre-sorted)

What are the benefits of greenPost?

- Cost-savings – you reduce your postage costs on every item you send
- Responsibility gets response – greenPost reflects your commitment to minimising the environmental impact of your marketing activity

Who to contact

For further information about greenPost, contact your TNT Post Account Manager.

Alternatively, call Client Services on **01628 816 768**.

‘The challenge for direct marketing is to continue to thrive and contribute to our economy whilst lessening our impact on the environment – that means developing truly sustainable marketing.’

DMA Green Matters (Nov 2007)



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