



Ecoenvelopes Fact Sheet

What is an Ecoenvelope? It is a reuseable envelope that eliminates the need for a separate reply envelope in mailings.

When should an Ecoenvelope be used? Ecoenvelope is the correct choice for mailings that:

- Require an outer envelope and return envelope
- Currently use a prepaid permit indicia on the outer envelope
 - minimum quantity of 500 for Presorted First Class
 - minimum quantity of 200 for Straight First Class, Presort Standard, & Non Profit
- Supply either a Business Reply Mail (BRM) or Courtesy Reply Mail (CRM) envelope
- **It can not be used for metered or stamped outgoing mail, the CRM return envelope may be stamped**

What sizes are currently available through Seattle Envelope Company? #10 & 6x9 Windows, 9 x 12 "Patch"

What industries and uses are a good fit for Ecoenvelopes? Financial or Educational Institutions, Environmental Organizations, Government Entities. Statements, proxy returns, recruitment donations, order form returns, membership renewal, direct mail, application return.

How do Ecoenvelopes save money?

- Eliminates the need for a separate return envelope, which eliminates need for paper, printing and conversion
- Eliminates freight and handling cost of return envelope
- Eliminates management and inventory of return envelopes
- Reduces insertion costs
- Could possibly reduce mailing costs by reducing weight of the piece

How are Ecoenvelopes good for the environment?

- Reduces paper waste, saving trees and water
- Reduces landfill waste
- Reduces CO2 emissions

Contact Sales@seattleenvelope for copy of Ecoenvelopes Ecoaudit.

Advantages?

- USPS approved
- Successfully runs on high speed insertion equipment
- FSC or SFI certified papers
- Recycled paper of your choice
- Improved response rates in trials
- Sends message that client is concerned and active in protecting the environment
- No need to change mail procedures with a presorted permit indicia, with a POSTNET barcode

Will the mail insert piece need to be redesigned? Most likely, but template guidelines are provided.

ecoenvelopes™ / frequently asked questions

general questions.

Question: How do **ecoenvelopes** reduce costs?

Answer: Reusable **ecoenvelopes** eliminate the need for a separate reply envelope, making mailing simpler and less expensive.

Question: Why are **ecoenvelopes** good for the environment?

Answer: **ecoenvelopes** are both socially and environmentally responsible. They reduce waste, pollution, and CO2 emissions and conserve valuable natural resources including water and trees.

Question: Can I use **ecoenvelopes** with my current high-speed equipment?

Answer: Yes, **ecoenvelopes** were designed and tested for high-speed insertion and extraction, using existing equipment.

Question: Are **ecoenvelopes** easy to use?

Answer: Customers love **ecoenvelopes** because they are simpler and easier to open than traditional envelopes.

Question: Are **ecoenvelopes** approved by the US Postal Service?

Answer: Yes, **ecoenvelopes** are approved and changes to the DMM were published in the February 1, 2007 Postal Bulletin.

Question: What types of paper are **ecoenvelopes** produced with?

Answer: **ecoenvelopes** are produced on certified paper (FSC/SFI) with a minimum of 30% post-consumer waste/recycled content.

sales questions.

Question: Where can I buy **ecoenvelopes**?

Answer: **ecoenvelopes** may be purchased through authorized licensees. For more information, please refer to **ecoenvelopes** website at www.ecoenvelopes.com.

Question: What results can I expect if I use **ecoenvelopes** for direct mail?

Answer: **ecoenvelopes** have delivered comparable or increased response rates when used for direct mail. In A-B testing, **ecoenvelopes** have improved response rates as much as 8.2% and 16%.

Question: How do **ecoenvelopes** work for donation appeals?

Answer: For donation appeals **ecoenvelopes** have produced as high as a 7.7% response rate. Please note, individual results will vary; these results were achieved for an environmental nonprofit where their message aligned with consumers expectations with the use of reusable **ecoenvelopes**.

Question: How are customers using **ecoenvelopes** for subscription appeals and renewals?

Answer: **ecoenvelopes** are being employed by publishers to reduce acquisition and retention costs by reducing mailing costs through the elimination of a reply envelope.

Question: In what circumstances can **ecoenvelopes** NOT be used?

Answer: **ecoenvelopes** cannot be used if you use a Meter or Stamps for sending the mail.

FYI:

success factors

- USPS Approved
- Use existing high-speed insertion & processing equipment
- FCS/SFI Certified Paper
- 30% PCW

benefits

- Cost Savings ~45%
- Increased Results ~8%
- Environmentally friendly
- Socially Responsible
- Reduce waste
- Upstream recycling

USPS approved. US and foreign patents pending. ©2007 **ecoenvelopes**, LLC.



operations questions.

insertion

Question: What inserters do **eco**envelopes run on?

Answer: **eco**envelopes were designed to operate seamlessly on existing high-speed insertion equipment. They have been extensively tested on Pitney Bowes, Bell and Howell, Mastercraft, Kerns, and others. If you have questions about a specific inserter make or model, please contact your sales representative.

insert

Question: How is postage applied with **eco**envelopes?

Answer: Prepaid presorted permit indicia is printed on the insert.

Question: Do **eco**envelopes require any changes to my mail procedures?

Answer: No. If you are using a presorted permit indicia, with a POSTNET barcode there is no change to your mail procedures.

Question: Are there minimum quantities required for mailing?

Answer: Yes, for presorted permit mailings, there is a minimum quantity of 500 for first class and 200 for standard and nonprofit mailings.

Question: What type of a fold do **eco**envelopes require?

Answer: **eco**envelopes operate seamlessly with either a c-fold or z-fold insert. Please check with your mail house.

Question: Do I have to change the layout of my insert?

Answer: Most likely. Both the outgoing and return addresses need to fit in the covered window on their respective trips to the customer and back to the sender. Please refer to the insert specification sheet. In the event of a custom-size insert, please contact your sales representative for a custom insert spec layout.

customer service.

Question: What are the window specifications on the No.10 BRE?

Answer: The current BRE window size is 5 1/8" x 2 3/8". It can be customized as long as it meets the DMM requirement that the business reply legend and no postage necessary indicia be a minimum of 2" x 4 1/4" visible through a covered window.

Question: What are the window specifications on the No.10 CRE?

Answer: The current CRE window size is 4 1/8" x 2 1/4". It can be customized as long as it meets the DMM requirement for permit postage appearing in a covered window. Postage appearing in a covered window requires a 1/8" clearance on all sides.

Question: Is the No.10 **eco**envelope larger than a traditional envelope?

Answer: Yes. In order to meet the required machinable USPS requirements, the No.10 **eco**envelope is slightly larger than a traditional envelope at BRE 4 1/2" x 9 1/8" and the CRE is currently 4 1/2" x 9 1/4".



reusable envelopes for **people, profits and the planet.**™

FYI:

advantages

- Unrivaled cost/performance
- 6 patents pending
- Innovative designs
- Diverse product portfolio



TREASURE VALLEY LITHO

Tel: 208-375-7700

Fax: 208-375-7718

Web: www.tvlitho.com

EE-ref-0507

do good. save money.



ecoenvelopes™ has engineered a portfolio of reusable envelopes that save money and increase profit margins while benefiting the environment. Account statements, monthly billing, membership solicitations, renewals, donation requests and more can be sent in a single reusable **ecoenvelope** instead of using two envelopes.

win-win.

Sending one envelope instead of two makes mailing simpler and less expensive. By eliminating the reply envelope, you save on envelope and related mailing costs. **ecoenvelopes** are also easier to use and better designed environmental mail solutions. **ecoenvelopes** are designed to increase your visibility as an environmental leader. **ecoenvelopes** are a real life win-win for you, your customers, and the environment.

send the right message.

Reusing an envelope might seem like a small step to reduce our footprint on the environment, but it is something everyone can do. Through our combined efforts we can have a huge impact. **ecoenvelopes** provides a simple opportunity for you to make responsible purchasing decisions and actively engage your customers in reducing waste and CO² emissions. We can create a healthier planet if we all participate; **ecoenvelopes** can help you send the right message.

“‘Green’ is the new Red, White and Blue.”

—Thomas Friedman, NY Times Columnist, Author, The World is Flat



fyi:

highlights

- USPS approved.
- Diverse product portfolio.
- Manufactured on FSC/SFI certified papers.
- Minimum 30% PCW, can be up to 100%.
- Works with existing high-speed insertion and remittance equipment.
- WBE certified.

benefits

- Cut costs for printing, shipping, storage, and handling of envelopes by as much as 45%.
- Communicate your values.
- Save postage if the reply envelope tips the weight to the next rate.
- Eliminate the expense of a reply envelope and add a revenue-generating insert.
- Create positive external relations and public image.
- Engage customers in conservation.
- Less paper = less impact.

USPS approved. US and International patents pending. ©2008 ecoenvelopes, LLC.

you always send the right message with reusable **ecoenvelopes**™



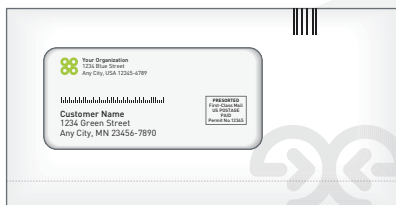
The mark of responsible forestry
SW-COC-002983
©1996 Forest Stewardship Council A.C.

you always send the **right message** with reusable **ecoenvelopes**.™

save money while reducing impacts on the planet.

Reusable **ecoenvelopes** eliminate the need for a separate reply envelope in your mailings. That saves you money, conserves resources, and reduces waste—benefits that both you and your customers can appreciate.

no.10 business and courtesy reply

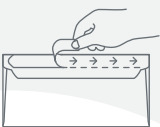
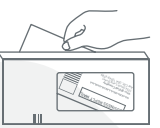
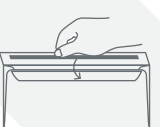


business reply

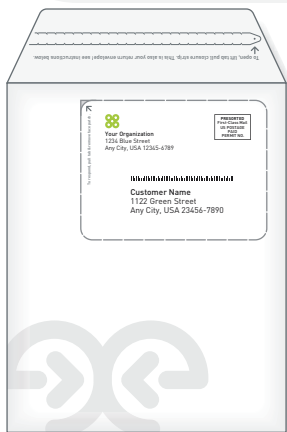


courtesy reply

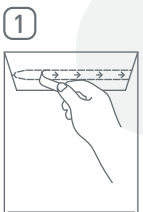
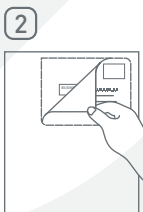
how they work:

- 1  To open, lift tab and pull perforated strip.
- 2  To respond, insert reply so return address shows in window.
- 3  To seal, moisten and close gum flap.

9x12 business and courtesy reply (business reply shown)



how it works:

- 1  To open, lift tab and pull perforated strip.
- 2  To respond, remove outgoing address patch on front of envelope. Peel adhesive strip on back flap and close.

faq:

Question: How do ecoenvelopes reduce costs?

Answer: ecoenvelopes reduce manufacturing, printing, shipping, handling, storage, inserting and tracking costs due to the elimination of a separate reply envelope.

Question: Why are ecoenvelopes good for the environment?

Answer: ecoenvelopes reduce your environmental impact by decreasing the amount of paper used. Less paper manufactured and used = less waste, pollution and CO² emissions.

Question: Can I use ecoenvelopes with my current high-speed equipment?

Answer: Yes, ecoenvelopes were designed and tested for high-speed inserting and extraction equipment.

Question: Are ecoenvelopes easy to use?

Answer: Customers love ecoenvelopes because they are easier to open and simpler to use than traditional envelopes.

Question: Are ecoenvelopes approved by the US Postal Service?

Answer: Yes, ecoenvelopes are approved by the USPS and changes to the DMM were published in the February 1, 2007 Postal Bulletin.

USPS approved. US and International patents pending. ©2008 ecoenvelopes, LLC.



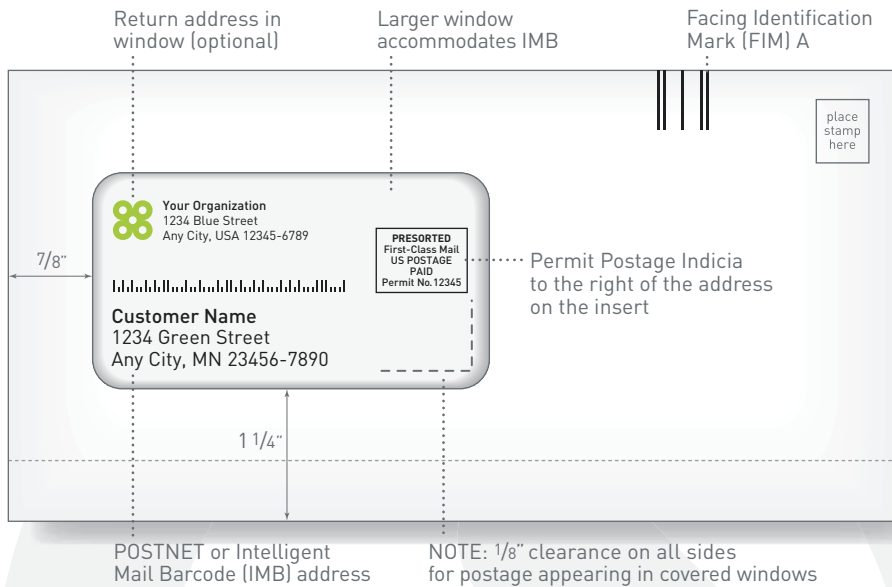
you always send the **right message** with reusable **ecoenvelopes**.™



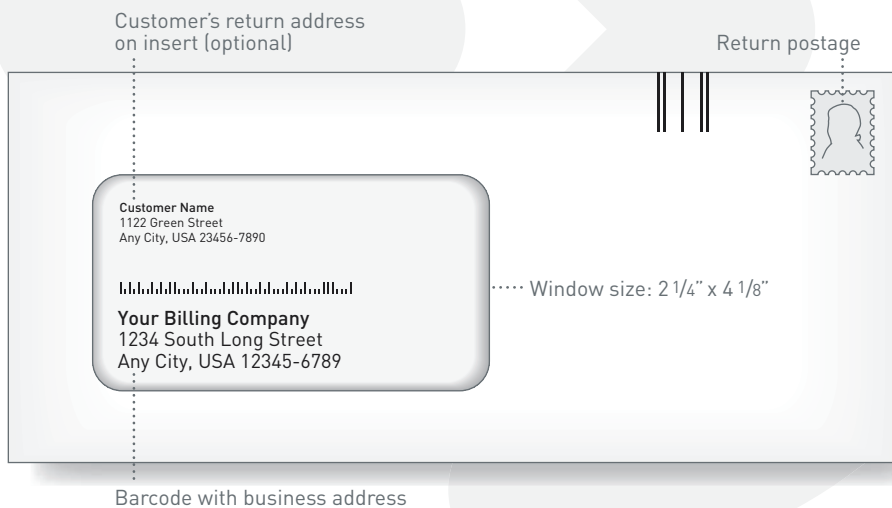
The mark of responsible forestry
SW-COC-002983
©1996 Forest Stewardship Council A.C.

ecoenvelopes™ / no.10 courtesy reply

outgoing (Outgoing dimensions: 4 1/2" x 9 1/4")



return (Return dimensions: 3 7/8" x 9 1/4")



how it works:

- 1 To open, lift tab and pull perforated strip.
- 2 To respond, insert reply so return address shows in window.
- 3 To seal, moisten and close gum flap.

Note: Illustrated instructions can be printed on the back of each **ecoenvelope**.

ecoenvelopes™ courtesy reply envelope (CRE) is perfect for statement mailings, membership renewals, fundraising, surveys, subscriptions, acquisition mailings, donation requests and more.

Custom sizes, windows and paper selections are also available.

USPS approved. US and International patents pending. ©2008 **ecoenvelopes**, LLC.



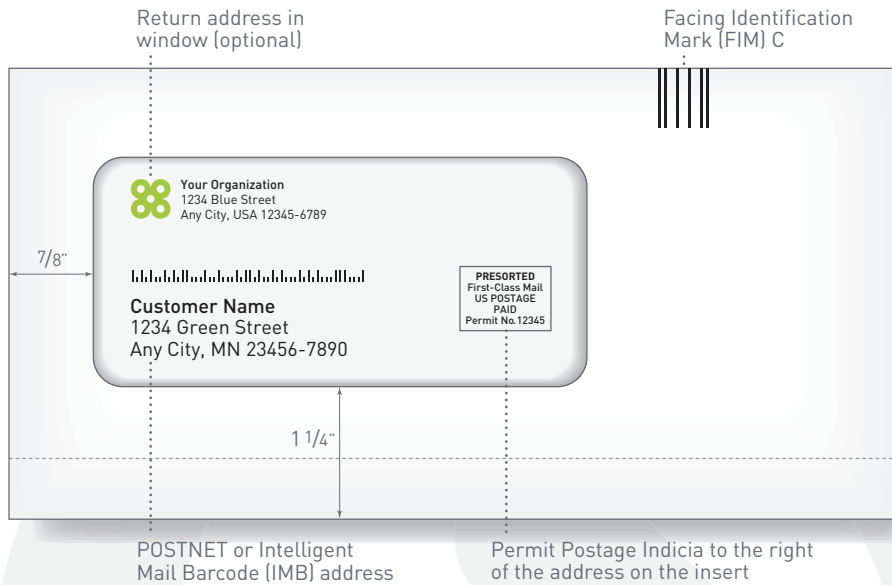
you always send the **right message** with reusable **ecoenvelopes™**



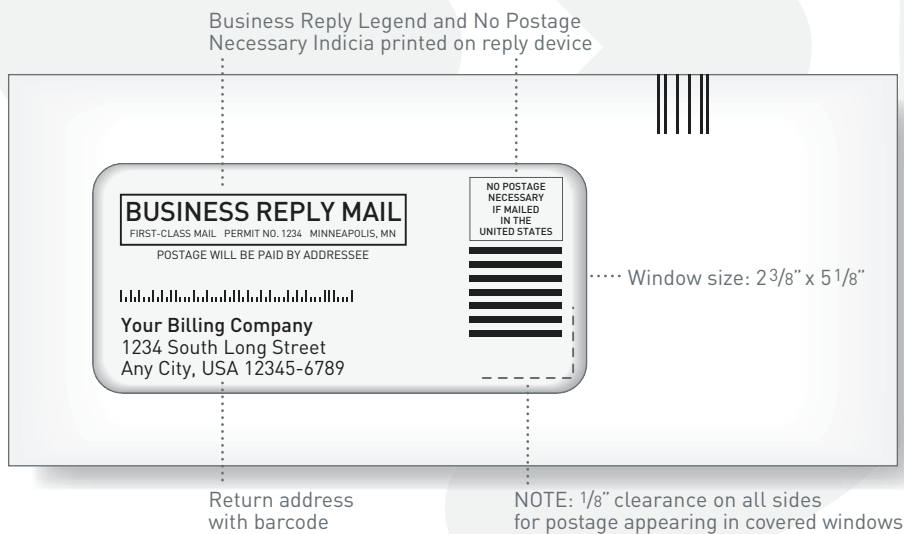
The mark of responsible forestry
SW-COC-002983
©1996 Forest Stewardship Council A.C.

ecoenvelopes™ / no.10 business reply

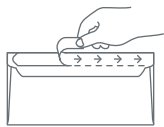
outgoing (Outgoing dimensions: 4 1/2" x 9 1/4")




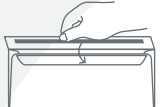
return (Return dimensions: 3 7/8" x 9 1/4")



how it works:

- 

1 To open, lift tab and pull perforated strip.
- 

2 To respond, insert reply so return address shows in window.
- 

3 To seal, moisten and close gum flap.

Note: Illustrated instructions can be printed on the back of each **ecoenvelope**.

ecoenvelopes™ business reply envelope (BRE) is perfect for direct mail, fundraising, surveys, subscriptions, membership renewals, donation requests and more.

Custom sizes, windows and paper selections are also available.

USPS approved. US and International patents pending. ©2008 **ecoenvelopes**, LLC.



you always send the **right message** with reusable **ecoenvelopes™**

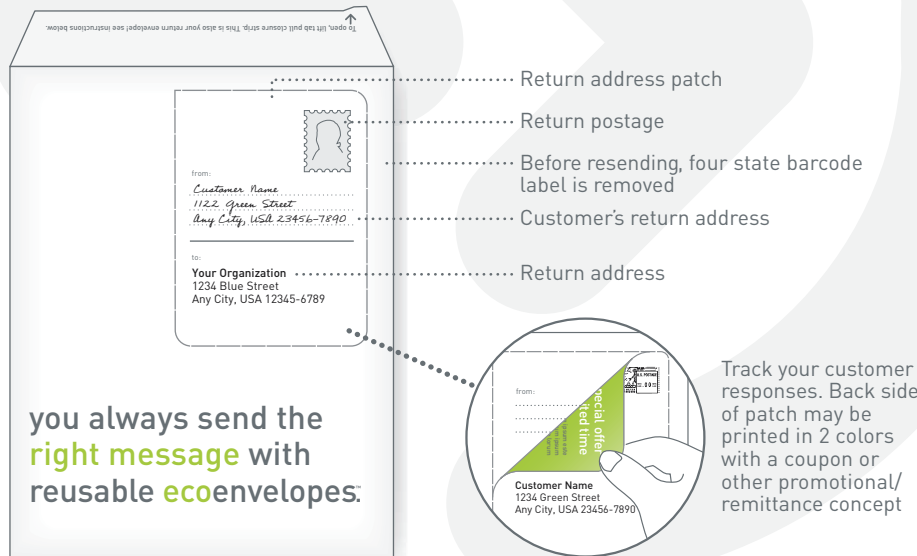


ecoenvelopes™ / 9x12 courtesy reply

outgoing



return



how it works:

- 1 To open, lift tab and pull perforated strip.
- 2 To respond, remove outgoing address patch and barcode label on front of envelope.
- 3 Peel adhesive strip and close flap.

Note: Illustrated instructions can be printed on the back of each ecoenvelope.

ecoenvelopes™ 9x12 courtesy reply envelope (CRE) is perfect for inter-office secure mail, sending and returning contracts, submitting manuscripts, photos, or anything that requires a large format envelope. Available in catalog or booklet styles, and larger sizes with minimum order quantities.

USPS approved. US and International patents pending. ©2008 ecoenvelopes, LLC.



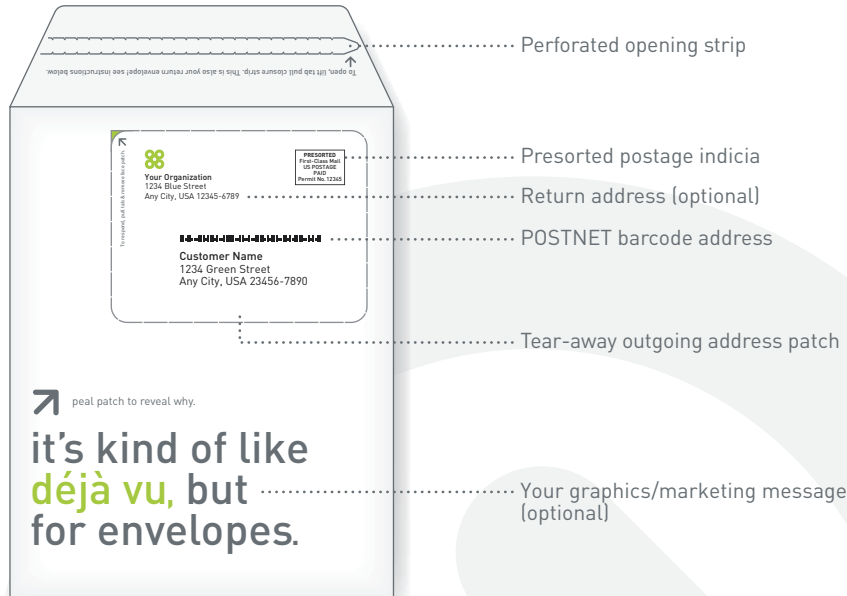
you always send the right message with reusable ecoenvelopes.™



The mark of responsible forestry
SW-COC-002983
©1996 Forest Stewardship Council A.C.

ecoenvelopes™ / 9x12 business reply

outgoing



return



how it works:

- 

1 To open, lift tab and pull perforated strip.
- 

2 To respond, remove outgoing address patch on front of envelope.
- 

3 Peel adhesive strip and close flap.

Note: Illustrated instructions can be printed on the back of each **ecoenvelope**.

ecoenvelopes™ 9x12 business reply envelope (BRE) makes sending and returning documents quick and easy. Tear off the patch to find a preprinted return address, Business Reply Legend and indicia. Simply reseal flap and send.

Possible uses: Medical test results, business correspondence including legal contracts and mortgages, direct mail packages, and surveys to mention a few.

USPS approved. US and International patents pending. ©2008 ecoenvelopes, LLC.



you always send the **right message** with reusable **ecoenvelopes™**



The mark of responsible forestry
SW-COC-002983
©1996 Forest Stewardship Council A.C.

ecoenvelopes™ / eco audit

make a positive impact.

Businesses play a pivotal role in reshaping the future of waste reduction and paper consumption. The reuse of paper reduces the pressure to cut more trees, lessens demand on overburdened waste disposal systems and cuts energy use and pollution.

By sending a reusable ecoenvelope made with recycled post-consumer content, each letter you send can deliver the message that your organization cares about the environment. What better way to let people know you are saving energy, conserving natural resources, and reducing waste and pollution than through the one-to-one relationship created every time you send mail?

FYI:

Data entered into calculator.

1. **Paper Type:** Office paper (24# white wove paper)
2. **Weight:** 6.5 tons for producing 1 MM envelopes
1,000 No. 9 envelopes=13 lbs. of paper.
So, 1M x 1M =1MM envelopes. 13 x 1,000 =13,000 lbs. of paper or roughly 6.5 tons of paper. This information is courtesy of New Leaf Paper.
3. **Post-Consumer Recycled Content:** Enter 0 (this would be for virgin wood pulp paper)
4. Then hit **calculate.**

Remember, this is what is used to make 1 MM (one million) No. 9 envelopes. Eliminating a separate reply No. 9 envelope eliminates the production and use of all of these resources and the associated pollutants.
©2007 ecoenvelopes, LLC.

environmental savings*: Calculation assumes use of one million ecoenvelopes which eliminate the need for one million separate reply envelopes.

greenhouse gases avoided:

36,986 pounds
CO₂
equiv.

wastewater avoided:

123,989 gallons

wood saved:

23 tons

solid waste eliminated:

14,809 pounds

total energy conserved:

249 million
BTUs

hazardous air pollutants avoided:

14 pounds

*Environmental savings estimates were made using the Environmental Defense Paper Calculator. For more information visit www.papercalculator.org.



ecoenvelopes™ / sales highlights

reusable envelopes for people, profits and the planet.

ecoenvelopes is a socially-responsible organization that has innovated reusable two-way envelopes that are smarter, less expensive and better for business and the environment than two traditional envelopes.

ecoenvelopes eliminate the need for a separate reply envelope in statement mail, direct mail, subscription renewals, acquisitions or any other mailing that sends a presorted permit mailing.

save money.

- Companies save 15% – 45% on envelope and related mailing costs.
- Eliminate expenses associated with a second envelope, shipping, storing, inserting and tracking a second envelope.
- Reduces the weight of outgoing mail.
- Eliminates the waste of sending reply envelopes to online bill pay customers.

make money.

- Response rate metrics for ecoenvelopes are exceptional:
 - 7.7% response rate on appeal for donations.
 - Out-delivered 5 separate mailings in A-B test by 8%.
 - 16.2% better response side-by-side against two mailings.
- Include up to three additional buck slips to up-sell/cross-sell other products and services at the same weight when you eliminate a reply envelope.

do good.

- ecoenvelopes are socially and environmentally responsible. Users have a direct impact on reducing carbon emissions, water usage, waste and conserving valuable natural resources.
- “Green is the new Red, White & Blue.”
 - Thomas Friedman, NY Times columnist and author, *The World is Flat*
- ecoenvelopes communicate an important message to customers that you care about the environment and are leading the way.
- **What better way to engage consumers in conservation and enhance their relationship with your brand!**

FYI:

key facts

- USPS approved
- Used w/existing insertion & processing equipment
- Superior performance & results
- New product, not new idea:
 - Easier-to-use
 - Better designed
 - Less expensive
 - Environmentally responsible

success factors

- Timing:
 - Environmental & social responsibility
- Value proposition:
 - Cost savings – 45%
 - Increased results – 8%
- First high-speed machinable 2-way envelope
- Better – faster – cheaper

USPS approved. US and foreign patents pending. ©2007 ecoenvelopes, LLC.



customers **believe in ecoenvelopes.**

- “It’s a good idea and people will support it because it’s environmental and it’s so simple,” —Environmental Auditor
- “Congratulations, this is going to work,” —Large Utility
- “Everyone loves the envelope, everyone!” —Non Profit
- “We should buy you while you are still small,” —Global Auto Manufacturer
- “This fits our mission.” —Telephone Company
- “This will save our clients a lot of money and matches what they are all about.” —Print Company

consumers **love ecoenvelopes.**

- Fine idea—simple to use too.
- Great envelope.
- Nice idea!
- Great envelope!
- I hope all business and nonprofits will eventually use these.
- It’s extremely cool! Terrific idea!
- Great idea! They should be used more!
- Good ecological system!
- Excellent idea!

“Kudos to you and the folks at ... who sent membership renewals in those wonderful reusable envelopes! Any hesitation I may have had about renewing was instantly erased when I noticed your pioneering use of reusable envelopes! Way to go! I’m so proud to be a renewing member of an association with such visible environmental integrity!” —Non Profit Member



TREASURE VALLEY LITHO

Tel: 208-375-7700

Fax: 208-375-7718

Web: www.tvlitho.com