



10<sup>th</sup> March 2009

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**CONDITION 7 NOTIFICATION:  
Launch of Sustainable mailmedia®**

Dear Philip,

Further to my letter on 23<sup>rd</sup> December 2008 regarding the launch of Sustainable Mail, I am writing to formally notify you, under Condition 7 of Royal Mail's Licence, that on 10<sup>th</sup> June 2009 Royal Mail will launch Sustainable mailmedia. Aligned to the environmental BSI standard for Direct Marketing (PAS 2020) Sustainable mailmedia is intended to incentivise customers to achieve the 55% recycling target agreed between the Direct Marketing Association (DMA) and DEFRA for 2009.

Sustainable mailmedia applies the new Sustainable mail specification to mailmedia and is designed to help customers minimise the environmental impact of their mailings and demonstrate their commitment to sustainability. Sustainable mailmedia is based around three key environmental needs - waste minimisation, improving sustainability and increasing recyclability.

**Product features**

The specification will be available to mailmedia Plus and mailmedia Creative customers posting letters and large letters and will be applicable to mailings which comprise a largely uniform message to all addressees, with the purpose of promoting the sale or use of products or services, or to encourage contribution to, or support of, a cause.

Sustainable mailmedia will work in conjunction with the existing mailmedia specification so customers will still need to meet the requirements of the mailmedia specification as well as the additional requirements for Sustainable Mail. Customers will also be required to update their line

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list, cage card and computer planning report to reflect the fact the mail they are presenting to Royal Mail is sustainable.

Sustainable mailmedia will be offered at two levels; entry and intermediate, each offering a lower price compared to standard mailmedia. Both levels mirror the sustainable specification that applies to Sustainable Mail. For ease of reference they are detailed again below.

## **ENTRY LEVEL SPECIFICATION**

### **Improving targeting**

The objective is to reduce the waste from poorly targeted mail by adopting the best data techniques.

1. Where the data is not from a consent-based file, a documented procedure for suppressing customer and prospect data against the Mail Preference Service (MPS), including MPS deceased, must be in place and files checked 30 days or less before the item that uses the data is delivered to the recipient.
2. Keep and maintain an internal suppression file to ensure that customers and prospects who request to opt out of the mailings are properly logged and check this data 30 days or less before the item that uses the data is delivered to the recipient.
3. Ensure all items are fully and accurately addressed and postcoded in accordance with Royal Mail's Postcode Address File (PAF®) and to the levels determined in the Mailsort User Guide.

### **Sustainable resources and materials**

The objective is to improve the overall environmental performance of the mailing by using sustainable materials, processes and suppliers.

4. All paper products used must contain recycled fibre from recovered waste paper and/or virgin fibre sourced under a certified chain of custody conforming to a certification scheme approved by the DEFRA funded Central Point of Expertise on Timber Procurement (CPET).
5. All paper products must be produced using non-chlorinating bleaching methods: Elemental Chlorine Free (ECF), Processed Chlorine Free (PCF) and Total Chlorine Free (TCF) including oxidizing and reductive bleaching.
6. All paper products used in the mailing must be sourced from paper mills that operate an environmental management system conforming to BS EN ISO 14001 and/or the Eco-Management and Audit Scheme (EMAS).
7. Printers, mailing houses or in-house mailing facilities used to produce the mailing must have a documented commitment to environmental management and a baseline for environmental performance; identified appropriate environmental legislation and other environmental requirements (e.g. standards, codes of practice and/or guidance) and have controls in place to ensure compliance.

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### **Recyclability**

The objective is to increase the potential for recipients to recycle the item by designing the item so it can be easily collected by local authorities' kerbside collections.

8. All paper elements of the mailing, including window and padded envelopes, must be recyclable.
9. No brown paper or brown paper envelopes (including manilla).
10. No plastic envelopes (including polywrap).
11. No laminate finishes must be used in the mailing.
12. The item must have less than 90% ink coverage.
13. All items must display a statement and/or logo (such as Recycle Now) on the outside of the mailing that encourages the recipient to recycle it.

### **INTERMEDIATE LEVEL SPECIFICATION**

The entry level specification must be met as well as the following in addition.

### **Improving targeting**

14. Customer and prospect data used in a mailing must be checked against one or more commercially available deceased and gone away suppression file (including business gone away suppression files) 30 days or less before the item that uses the data is delivered to the recipient.
15. Each item must clearly incorporate information as to how the addressee can register to unsubscribe preference options relating to any or all of the sender's legal entity brands and/or products for a period of one year.
16. Any items returned from previous mailings as deceased, gone away or requesting opt-out must be recorded and removed from future mailing lists within 3 months of receipt.
17. Ensure at least 95% of items are fully and accurately addressed and postcoded in accordance with Royal Mail's Postcode Address File (PAF®).

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### Sustainable resources and materials

18. All printers, mailing houses or in-house mailing facilities used to produce your mailing must have an environmental management system conforming to BS EN ISO 14001.

### Recyclability

19. No ultraviolet varnish finishes must be used in the mailing

20. No use of rubber-based adhesives.

### **Availability**

Sustainable mailmedia will be available to mailmedia account customers posting via OBA. Sustainable mailmedia will not be available to customers posting via Stamps and Meters or to customers using posting cheques because it is not technologically feasible.

### **Pricing**

Sustainable mailmedia customers will receive a lower price compared to standard mailmedia in order to compensate them for the additional costs of production and raw materials needed to achieve the specification. The price reduction varies depending on the various product parameters. Customers achieving the Entry level specification can expect to save nearly 2%, and the saving at the Intermediate level specification is likely to be nearly 4.7%. Prices are contained in a new mailmedia pricing calculator that will shortly be available from [Royal Mail's website](#). Until the new calculator is published, and in order to comply with Condition 7, the prices will be published alongside this letter in an attached spreadsheet. Please note that only prices for Letter formats and Large Letter formats weighing 100g. Large Letter prices above 100g will only be available through the calculator and so will take effect, at a slightly later date, three months after the calculator is published; this is expected to be within the next two weeks.

A copy of this letter has been sent to Consumer Focus and will be published on Royal Mail's website within four working days. Changes will be made to all relevant publications prior to deployment.

Yours sincerely,



Mark Waples  
Head of Regulation and Compliance