



FOR IMMEDIATE RELEASE

GREEN SEAL ANNOUNCES NEW MAIL PARTNERSHIP PROGRAM *Program to Reduce Environmental Impact of Mail*

Washington, DC (July 16, 2010). Green Seal™, the 20-year-old environmental non-profit, is pleased to announce a new partnership program to assist in greening the mailing industry. The partnership will promote environmental stewardship throughout the mail supply chain by encouraging more sustainable business practices. The program will also provide recognition for participants committed to environmental improvement of the mail (producers, suppliers and mailers) and will build public awareness of environmental achievements within the mail industry.

The Green Seal Mail Partnership Program was developed with input from mail industry experts and stakeholders representing suppliers, mailers, shippers, mail services, retailers, non-profit organizations, government agencies, and industry organizations. The program is available to organizations that are engaged actively in the mail supply chain. This can include mailers, parcel shippers, mail houses, presorting organizations, paper manufacturers, envelope manufacturers, printers, direct-mail design organizations, distributors, data centers, and list management organizations, among others.

Applicants that meet the requirements will be recognized as Green Seal Mail Partners on Green Seal's web site, will qualify to use the Green Seal Mail Partner logo to promote their recognition, and will see these additional benefits:

- A baseline assessment of environmental mail-related practices
- Guidance on opportunities to improve environmental performance related to mail
- A set of third-party validated goals and action plan for environmental improvement
- Ability to track, report, and achieve environmental improvement
- Participation in a collaborative industry best-practice forum
- Public recognition for their green commitment and achievements

An affiliate program is also available for industry groups and environmental organizations. The program details are available at: www.greenseal.org/mail

Green Seal is taking applications from parties interested in piloting the program. The pilot is the initial program launch that includes multiple participant feedback opportunities to enable program enhancements prior to the program's full launch. Applicants that complete the review process during the pilot will be converted to the status of "Charter Partner" after the pilot concludes. In addition, **applications received by October 31, 2010, are eligible for a 10% discount on the evaluation fees.**

About Green Seal

Green Seal is an independent non-profit organization that works to achieve environmental sustainability by identifying and promoting environmentally responsible products, purchasing, and production. Green Seal does this through its development of leadership sustainability standards; certification of more sustainable products, services, and companies; environmental partnership programs; and education for businesses and consumers.

For more information call (202) 872-6400 or email partnerships@greenseal.org

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