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Choose your catalogs wisely

Rich Heffern | Oct. 20, 2009 NCR Today

If your recyling bin is stuffed with catalogs you never read, put an end to the pile with the free Catalog Choice service. Catalog Choice lets you select the catalogs you don't want to receive and sends your requests directly to the merchants.

Over 53 million trees are consumed each year to produce paper catalogs. The production of all those catalogs results in 56 billion gallons of wastewater. And when all those catalogs are thrown out it's approximately 4.1 million tons of waste, equal to the annual waste of 2 million households. An emptier mailbox means less pollution, less waste and less of the emissions that cause global warming.

Rather than spend a morning calling companies and asking to be removed from their mailing lists, go to catalogchoice.org [1]and spend 10 minutes selecting the catalogs you don't want to receive. Catalog Choice will contact the merchants for you and they'll stop sending you catalogs you don't want!

Catalog Choice will not sell, rent or otherwise share your contact details with anyone. The Natural Resources Defense Council and its partners in the Catalog Choice Task Force created Catalog Choice to reduce the number of repeat and unwanted catalog mailings and to promote the adoption of sustainable industry best practices. More than one million households have used Catalog Choice to stop unwanted catalogs, saving approximately 250,000 trees per year. Sign up now to reduce your load of unwanted catalogs.

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Links:
[1] http://www.catalogchoice.org/