

Reducing street litter and paper in landfills

A new national Code of Practice for the Distribution of Unaddressed Mail has been developed by the Marketing Association, in conjunction with a group of distribution companies, retailers, magazine and newspaper publishers including New Zealand Post, Deltarg, PMP Ltd, and The New Zealand Retailers Association. These organisations, which account for over 95% of all unaddressed mail deliveries, will be actively promoting the Code to their members and employees.

The key principle of the Code is to respect at all times the individual rights of the householder. It prohibits delivery of unaddressed mail to letterboxes with a sign requesting non-delivery, when the letterbox is full, or it is unsuitable for such material. An 0800 number (**0800 111 081**) will be operated by the Marketing Association from 7am to 7pm Monday to Friday to receive complaints about unaddressed mail delivered to a letterbox displaying a non-delivery sign, or the dumping of bulk quantities of printed material.

Marketing Association Chief Executive Keith Norris said it was desirable to reach a balance between the benefits of unsolicited mail to households in the form of special offers and discounts on consumer goods and industry taking a socially responsible stance in regards to the environment and the community. “It’s an interesting fact that 65% of respondents to a recent professionally-conducted survey consider unaddressed mail provides them with useful information about products and services before they shop”, said Norris.

Letterbox signs are available from most leading hardware retailers.