

Adams – Going Green Initiatives

Paper procurement and use:

1. As of February 2010 we are FSC (Forest Stewardship Council) certified.
2. We will only purchase paper from FSC certified suppliers that make wood purchases from recognized forest certification programs.
3. We are continually evaluating the paper we use for marketing pieces, product packaging and internal consumption to identify opportunities for increased environmental attributes.
4. Adams has invested over a half a million dollars in a 7 color digital printing press that allows our clients to “Print on Demand”. After we have cleaned our mailing files, (eliminate duplicates, file suppressions, CASS certification and NCOA) our mailing quantities are typically significantly reduced. When we utilize our Print on Demand solution, we only print THE EXACT number of pieces needed for a mailing. This process is very cost effective and produces little or no waste.

List hygiene and data management:

1. Adams utilizes various types of standard software programs that helps eliminate and reduce the amount of UAA (Undeliverable as Addressed) mail. As a result, less paper is wasted and your response rates are higher. This is beneficial for the environment and your bottom line.
2. Adams will use The Mail Preference Service (MPS) as requested by our clients for consumer prospect mail.
3. Adams utilizes National Change of Address (NCOA) software on all of our First Class and Standard Class Automation Mailings. This procedure identifies if an individual or business has moved within the last 4 years, and updates the record with the correct delivery address. This reduces the amount of return and undeliverable mail.

Recycling and packaging:

1. Adams recycles all of its internal cardboard, paper and plastic packaging. Our cardboard gets compacted and recycled. Our residual mixed paper is separated and shredded and then pulped for recycling. All aluminum, glass and plastic cans and bottles are recycled.
2. We use the minimum amount of packing materials when sending out our packages. In many instances, we re-use some of the same packaging materials that we have received from other shipments. We advise our clients to order their printed materials in bulk containers such as Gaylords. Gaylords hold large quantities of printed material on one large pallet or skid. This type of packaging eliminates the cost of handling and the cost of supplying individual boxes.
3. We offer our clients a variety of different packaging options that are environmentally friendly. For example, we can use a biodegradable plastic polybag that has a 2 year self life that will biodegrade in 6-12 weeks in a landfill. Of course, all of our shrink-wraps and polybags are 100 percent recyclable.

Future Solar Energy Alternative (2009-2010):

1. Adams is in the process of evaluating a supplemental solar energy program that would enable us to reduce the amount of kilowatt usage purchased from our current supplier. With the installation of Solar Panels on our roof, we would be able to generate an estimated 10,000 kilowatts of electricity. This amount of clean renewable energy would supplement 30% of our annual electrical usage. We will also participate in the Solar Renewable Energy Credit program that New Jersey is currently offering.