

# UNDER SIEGE BY CATALOGS, SANTA PLEADS FOR HELP

It's the holiday season, but this year Santa's not so jolly. Apparently he and Mrs. Claus are getting so many catalogs in the mail that they don't know what to do with them all. "I've got stacks that dwarf my elves!" Santa lamented. "I'd recycle them all, but as you might guess, the recycling truck doesn't make it up here to the North Pole very often."



The guy's thin as a rail! I'm worried!

And that's not even the worst of it. Every year Santa flies over the forests of Canada, and every year those forests get smaller. Because the majority of catalogs are printed on paper with less than 10% recycled content, and the other 90% comes from logging—much of it from Endangered Forest regions like the Great Boreal Forest.

When forests like the Boreal disappear, so does one of Earth's first lines of defense against global warming—and the North Pole's feeling the heat. "Frosty's lost ten pounds of water weight," Santa said. "The guy's thin as a rail! I'm worried!"

So, in the true holiday spirit, ForestEthics has decided to help out. We've provided some handy stats about the industry as a whole, and we've made a list that Santa can appreciate: who's been naughty and who's been nice in the catalog industry. It's the least we can do for the big guy.

## The List

### Nice

Norm Thompson Outfitters  
Williams-Sonoma  
Dell

### Naughty

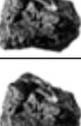
Eddie Bauer  
JC Penney  
J. Crew  
L.L. Bean  
Sears  
Lands' End  
Victoria's Secret  
Disney Direct  
REI  
Harry and David  
Jackson and Perkins  
Crate & Barrel  
Newport News  
Spiegel  
Territory Ahead  
Garnet Hill  
Smith & Noble  
Frontgate  
Ballard Designs  
TravelSmith  
Restoration Hardware  
Crutchfield  
Urban Outfitters  
Anthropologie  
Lillian Vernon

HO HO  
HELP!!!



## STATISTICS ABOUT JUNK MAIL

- \* **Americans spend 8 months per lifetime opening bulk mail.** (Source: Consumer Research Institute)
- \* **The average response rate for catalogs is 2.52%.** (Source: Catalog Age Weekly, 10/16/03)
- \* **In 2004, the catalog industry mailed over 18 billion catalogs—64 for every man, woman and child in the U.S.** (Source: The Direct Marketing Association 2005 Statistical Fact Book; 2001 U.S. Census Data)
- \* **More than 100 million trees' worth of bulk mail arrive in American mailboxes each year—the equivalent of deforesting all of Rocky Mountain National Park every four months.** (Source: Center calculation from Conservatree and U.S. Forest Service statistics)
- \* **Catalog production in 2004 increased by one billion from the previous year—and in the past ten years, catalog production has increased by over 40%.** (Source: The Direct Marketing Association 2005 Statistical Fact Book)
- \* **Each person will receive almost 560 pieces of junk mail this year.** (Source: nativeforests.org)

CATALOG		ENDANGERED FORESTS	FSC CERTIFICATION	RECYCLED CONTENT	PAPER REDUCTION	NOTES	 nice	 naughty
NICE	Norm Thompson Outfitters, Solutions, Sahalie					Norm Thompson Outfitters is a real Rudolph by showing leadership on environmental issues in the catalog industry. They use between 10 and 20% post-consumer recycled content in their catalogs, and their order forms use sustainable fiber (FSC certified). They've been sharing their toys and working with environmental stakeholders by being the first cataloger to be a buyer of and to be outspoken in favor of recycled paper.		
	Williams-Sonoma					Williams-Sonoma plays well with others when it comes to protecting forests. They moved their catalog and headquarters to recycled paper and have ensured that none of their paper comes from Endangered Forests in the Canadian Boreal.		
	Dell					Dell is most polite to the forests. They have the most progressive policy on wood and paper products among the large catalog companies, and they are moving toward eliminating Endangered Forests from their paper and wood purchases. Dell's stocking should be full for acting to protect Endangered Forests and switching to recycled paper.		
	NAUGHTY	Eddie Bauer					Eddie Bauer uses a little recycled paper, which is a little bit nice, but what's naughty is that they won't even talk about saving Endangered Forests or reducing the amount of paper they use. Sustainable practices are needed to make their way onto the nice list.	
JC Penney						JC Penney has reduced the amount of paper they use and has some recycled content, but they're still using Endangered Forests and aren't advocating for sustainably harvested forests.		
J. Crew						J. Crew just doesn't care. Their catalogs come straight from Endangered Forests, leaving behind ruined homes for the reindeer (caribou), bears, and people too! Nothing but coal for naughty J. Crew.		
L.L. Bean						L.L. Bean promotes their environmental policy and we have to admit, while it's not the best, it's not bad. So why can't they see their way to stay out of Endangered Forests altogether and use more recycled paper? That way when people wear L.L. Bean's outdoor-oriented clothes there will be forests left for them to enjoy.		
Sears, Lands' End						Sears tells us they have reduced the amount of paper used, but they still get fiber from Endangered Forests and haven't made a decision to use more sustainable fiber (FSC certified).		
Victoria's Secret						Victoria's Secret wants to keep a secret: they send out more than a million catalogs a day, sourced at least in part from Endangered Forests in Canada's Boreal Forest. So many catalogs and so much waste! Now that's naughty. To find out more about our campaign against Victoria's Secret, visit <a href="http://www.VictoriasDirtySecret.net">www.VictoriasDirtySecret.net</a> .		
Disney Direct						Disney Direct uses some recycled fiber but won't work to save Endangered Forests so that Rudolph's cousins, the caribou, can play (or even survive—they're endangered!).		
REI						REI, an outdoor industry leader, uses some recycled paper and promotes sustainable harvesting of forests (FSC certification), but they also use Endangered Forests while they play with the nasty industry certification standard, which does nothing to protect forests. They really should know better.		
Harry and David, Jackson and Perkins						Harry and David Holdings is not taking any action on environmental issues with regard to their catalogs and is buying paper from companies known to be sourcing from Endangered Forests. And they have no policy on using sustainably harvested fiber (FSC certified) or recycled content. They'll be getting coal for the holidays.		
Crate & Barrel						Crate & Barrel did not respond to our inquiries and has no stated sustainable forest paper policy. Now isn't that Scrooge-like.		
Newport News, Spiegel						Both catalogs are known to source from Endangered Forests in the Canadian Boreal, and neither catalog is currently addressing the environmental issues important to saving forests. Bah-humbug!		
Territory Ahead, Garnet Hill, Smith+Noble, Frontgate, Ballard Designs, TravelSmith						Cornerstone Brands/Home Shopping Network is a major customer of known-Endangered-Forest-destroyer International Paper and has taken no action to address environmental issues with regard to their catalogs. That's just not nice, Santa!		
Restoration Hardware						Restoration Hardware is not taking action to address environmental issues with regard to their catalogs. Santa, why won't they help save forests?		
Crutchfield						Crutchfield catalogs buy their paper from International Paper—a major buyer of Endangered Forest fiber from the Canadian Boreal Forest. Crutchfield is running with a bad crowd, Santa!		
Urban Outfitters, Anthropologie					Urban Outfitters is not taking action on environmental issues with regard to their catalogs and care so little about the issue they have refused to reply to our survey. Urban Outfitters just doesn't care.			
Lillian Vernon					Lillian Vernon Corp. has reduced the total paper used in their catalog over the years, which is commendable. However, the company still needs to address recycled paper and protect Endangered Forests.			