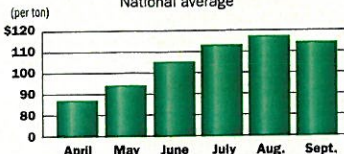


AT YOUR DISPOSAL

COMMODITY PRICING

What Paper Mills Are Paying for baled paper

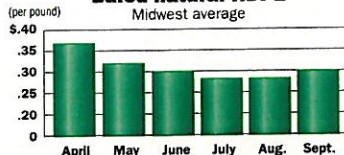
Double-lined corrugated National average



For more on baled paper, go to www.wasteneews.com/sfp

What Recyclers Are Paying for primarily loose materials

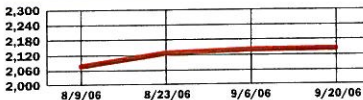
Baled natural HDPE Midwest average



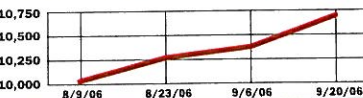
For more on loose material, go to www.wasteneews.com/smp or call (877) 825-6555

STOCK REPORT

Waste News Stock Index



Global Social Invest Fund



The direct mail stops here

New company 41pounds.org helps people halt the deluge

By Chuck Green

Their junk mail didn't have a chance. "We'd walk to the mailbox, sort through the mail and throw the junk into the garbage before it made it to the house," said Chip Asmus, a Rochester, N.Y., resident.

Now, thanks to a new company, 41pounds.org, the brainchild of Sander DeVries and his brothers, Tim and Shane Pfannes, Chip and his wife Stephanie no longer screen their mail as if on high alert for a dangerous package.

For a one-time fee of \$41, 41pounds.org will help eliminate 80 to 95 percent of the junk mail that a household receives for a five-year period. According to the 41pounds.org Web site, each year every adult receives an average of 41 pounds of junk mail, approximately 44 percent of which goes to a landfill unopened. Furthermore, by cutting their bulk mail for five years, individuals conserve 1.7 trees, 700 gallons of water and prevent 460 pounds of carbon dioxide from being released into the air, states the 41pounds.org Web site, which gathered some of its data from the Center for a New American Dream.

DeVries, 23, who resides in Ferndale, N.Y., said he and his brothers will contact the 30-plus direct marketing and bulk mailers throughout the country to get their customers' names off their distribution lists and "make sure that their home will not continue to be deluged by unwanted solicitations."

The idea seems to be resonating. So far, nearly 200 people

have signed up for the service, and DeVries said he and his brothers hope their community participation, including the donation of half their proceeds to nonprofit organizations, will help further drive registration. "We want to reach people interested in getting rid of the junk mail menace."

At the same time, Stephanie Hendricks, director of public affairs for the Direct Marketing Association, said "most of

what people receive can be recycled. They can put it in a recycling bin and choose not to read it, or read and recycle it. What one person throws away another person finds valuable. If people want to pay \$41 to have these guys stop that mail for them, that's their choice, but it's easy to get off those lists for free."

Not if you ask 38-year-old Chip Asmus, who said the first time he tried to have his name removed from a mailing list, he found the process so cumbersome that, without 41pounds.org, he probably would have cried uncle. "They've saved us a lot of time," said Asmus, who's in the mortgage business. "Honestly, I don't think we ever would have done it ourselves because you

call one place and sort of have to fight with someone to get taken off a list. It's too much of a battle."

Still, Hendricks noted "lots of folks like to get mail, and a fairly high percentage of them actually read the mail they get every day, and at least some of the advertising mail they get."

Just don't count Asmus among them. "We planted a tree; not because of the junk mail issue, but we essentially told our six-year-old that that's the tree we saved because we're not getting junk mail anymore. She loves it." ■

