

## **Waste Generated from Undeliverable Mail Gets Handled with UAA Clearinghouse: Direct Mail Matches the Environment with Green Marketing**

*An eco-friendly, practical solution available to marketers from UAA Clearinghouse's national database cuts printing of direct mail pieces before the printing process begins, produces monetary savings for clients, reduces costs and waste associated with undeliverable mail.*

For Immediate Release

OMAHA, Neb./EWORLDWIRE/Feb. 19, 2008 --- Talking about "carbon footprint" and actually taking action to minimize impact of business operations on the environment has just stamped itself on the direct mail marketing industry with the availability of Undeliverable As Addressed (UAA) data from UAA Clearinghouse(SM). Because up to 40 percent of all people who move in the United States do not report a change of address to the U.S. Postal Service, millions of pieces of direct mail products are wasted annually and translate into volumes of wasted resources for direct mail marketing companies.

Featuring a central repository to compile Undeliverable As Addressed (UAA) data, UAA Clearinghouse aims to reduce the carbon footprint left by these pieces of undeliverable mail. The UAA Clearinghouse national database is developed from UAA data from multiple sources, is updated weekly and is sourced out to marketers to prevent the origination and mailing of UAA materials before resources are wasted. UAA Clearinghouse is the only company in the nation that offers this service.

With between 7 and 10 percent of environmental waste resulting from the creation of each direct mailing, a vast, unmistakable carbon footprint relating to the direct mail marketing industry crops up.

"We are the definition of a green company," explains Matt Newman, executive managing director of UAA Clearinghouse. "The UAA Clearinghouse patent-pending process is proven to save companies significant marketing dollars and reduce waste within direct mail marketing campaigns. In some instances, our process saves companies millions of dollars and supports an eco-friendly marketing environment."

For a fraction of the cost of postage, UAA Clearinghouse offers a singular service, unparalleled by any other organization in the data management and direct mail marketing industry. The company guarantees savings and excellent service with a same-day turnaround from the time a mail file is received.

UAA Clearinghouse arrived at its new process, geared towards cost-saving measures for clients, while spurning an entirely new segment of the green movement. For additional information on UAA Clearinghouse, call 402-991-2810 or visit '<http://www.UAAClearinghouse.com>'.

### About UAA Clearinghouse

Nebraska-based UAA Clearinghouse was formed in June, 2005, and operates under the umbrella of parent company, Direct Resource Solutions, LLC (DRS). UAA Clearinghouse boasts a team of direct mail marketing and sales professionals who have more than 30 years of experience.

The sole mission of the company is to provide the direct mail industry with a practical solution for reducing the cost and waste associated with undeliverable as addressed mail. UAA Clearinghouse is dedicated to maintaining the most comprehensive national database of confirmed undeliverable as addressed information. The UAA Clearinghouse process is patent-pending.

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