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Crushed under the weight of junk mail

When Rachelle Broere started collecting advertising circulars delivered to her Invercargill mailbox a year ago, she never thought a year later it would equate to 33kgs of paper.

Miss Broere, a Waste Minimisation Officer for WasteNet Southland, said she collected 985 pieces of advertising circulars from October 2012 to September 2013.

“When I first moved to Invercargill from Dunedin, I was surprised at the amount of junk mail that was filling up my mailbox each day.

“It would get transferred straight from the mailbox to the recycle bin – lots of it wouldn’t even make it inside.

“I was curious to know just how much junk mail was delivered to one mailbox over the course of a year and decided to conduct my own personal experiment,” Miss Broere said.

Each day Miss Broere would collect and date the advertising circulars and at the end of each month she would take the junk mail to work and weigh it on the digital scales.

Miss Broere said if 25,000 Invercargill households each received an average of 33kgs of junk mail over the course of a year – she estimated that it would equate to the loss of approximately 14,067 trees.

“This is equivalent to approximately 46.5 rugby fields in trees lost to advertising circulars.”

As a result of the project, WasteNet Southland decided to produce “no junk mail” stickers that are available free to anyone in Southland who wishes to reduce the amount of advertising circulars being put in their mail boxes.

“With Christmas coming there will be even more advertising circulars in people’s mailboxes,” Miss Broere said.

If you would like a free “no junk mail” stickers to put on your mailbox then email your name and address to Miss Broere (rachelle.broere@icc.govt.nz) and she will send you one.

ENDS

For further information please contact:
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