



# Marketing Efficiency = Environmental Responsibility

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With a growing awareness of man's impact on the environment, many businesses are making a conscientious effort to leave a smaller footprint. Part of this is being smart about the natural resources used and disposed of in the course of running a competitive business.

When it comes to direct mail marketing, "going green" makes good environmental and business sense. At Continental, we offer a range of services designed to make your direct mail marketing investment more productive - allowing you to achieve the best possible return at the most efficient use of mail. Simple things like good data hygiene, better targeting and more personalized and relevant messaging can produce eye-popping results, while measurably reducing the strain on forests and landfills.

Continental is an eco-friendly shop from the ground up. We have a plant infrastructure and operating policies in place that minimize energy consumption and facilitate 100% recycling of all waste and scrap product.

If your looking for ways to improve your marketing ROI, while reducing your company's impact on the environment, call us at (703) 331-4140 and let us know that you want to mail green. It just makes good sense for your business and the environment.

[Going Green](#)

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