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**ADTEX ADVERTISING, LLC PUSHES ITS  
LOW-ENVIRONMENTAL-IMPACT DIRECT-MAIL PRINT INITIATIVE**

**Aledo, Texas, January 21, 2008** —AdTex Advertising, in response to universally increasing concerns about the negative impact of excessive catalog/direct-mail waste, announced a new initiative to aggressively promote their Low Environmental Impact, Direct-Targeted Print Advertising Programs.

AdTex President D.J. Adams cites their print partner's 6PAC/12PAC mailers and Data Management Services as key tools in the initiative to reduce unwanted mailings and the resulting waste's impact on the environment.

The 6PAC (6 Pages And Coupons) and 12PAC (12 Pages And Coupons) mailers are a patented-design, "Slim Jim" (approximately 10-3/4"h x 6"w) mailer that delivers six or 12 pages of merchandise impact, PLUS perforated coupons or a Reply Business Card (RBC). PAC mailers are designed to meet U.S. Postal Service size and weight regulations to optimize the best automation rate discounts. PAC users are able to deliver six or 12 pages of full-color sales info to their target consumers' mailboxes at the same cost of mailing a letter. Besides the realized cost savings, the PAC mailer's compact size significantly reduces paper consumption and waste. Many environmental savvy retailers are choosing to use a PAC mailer program to showcase their key products and drive customers to their websites for increased electronic sales.

AdTex Advertising also provides advanced 3rd party Data Management Services to effectively identify client's true target customer and measure sales results. These services go beyond the usual list merging/purging done by many mail houses. The payoff is fewer mailings, cost savings and lower environmental impact.

Adams said "Our initiative is less of a sudden leap on the bandwagon and more of a promotion of the inherent efficiency and economical nature of our services. I guess we were 'green' before 'green' was big. We all work in high-tech, home-based offices to cut down on commuting. This has to have at least an incrementally positive effect on local emissions. Plus, the PAC mailers are printed with soy ink on recycled-content paper. Our print partner is also a 100% recycling operation. Their goal is to recycle everything they can — ink, paper, corrugated packaging, trim material, even the cores from the huge web-press paper rolls. As for our growth initiative, we've worked hard to carve a niche' for these great services in the Automotive Aftermarket Industry, but their benefits are advantageous for other industries also."

*AdTex Advertising is a specialty creative corporation that produces cost-effective, high-volume, direct-targeted print advertising for retailers (it's largest customer was Macy's) and manufacturers. AdTex Advertising officers were formerly managers and staffers at one of the nation's largest home-products manufacturers. They have worked together, along with the corporation's exclusive print partners for over 12 years.*