



## **Four out of five people think that companies should stop sending paper cards at Christmas, says new survey**

Companies thinking about sending paper Christmas cards this year might want to think again.

At a time when postal strikes are threatening to disrupt business in the UK in the run up to the holiday season, a new survey has revealed that companies may be doing their reputation no good at all if they continue to send paper corporate cards through the post this Christmas.

In a survey carried out for personalised video production company [www.121movies.com](http://www.121movies.com), 83% of respondents said that environmental concerns were such that companies should switch from paper cards to egreetings.

According to 121movies Creative Director John Clive: "Our research makes it clear that, while people do like receiving paper cards personally, they don't believe that corporate cards are worth the environmental cost."

The findings come at a time when thousands of companies are planning their Christmas greetings. Despite awareness of the environmental issues, the majority of company greetings this year are still expected to be paper based.

Clive, a multi-award winning commercials director and digital artist, has pioneered a new kind of egreeting which he believes will help companies make the switch.

121movies are short, sophisticated movies – in full-motion 3D, rather than the traditional 2D flash format – that integrate the sender's message and the recipient's name into the movie itself, alongside the company's logo.

"It's understandable," says Clive, "that some companies see ordinary flash animation ecards as downmarket and impersonal. It's quite a tired format. That's why we're determined to provide a new standard in creativity and personalisation of egreetings – providing real entertainment, pleasure and impact."

Clive believes companies which send paper cards are shooting themselves in the foot. "Sending a card is supposed to demonstrate appreciation; but for companies it appears to signal that you don't care about the environment."

The company has been running a successful consumer-facing site [www.movietexts.com](http://www.movietexts.com) for the past year and the research was designed to probe consumer's views about seasonal greetings and whether they could be persuaded for personal greetings to switch to ecards.

Among the other findings:

- 14% of people send more than 100 seasonal cards every year
- The most important factors that would make people more likely to send egreetings were having no advertising on the page and more ability to personalise the message – 80% cited each
- Despite widespread bad publicity about spam, only 16% cited fears about this as a factor in deciding whether to send an egreeting

“900,000 trees will be felled for cards this year in the US & UK alone,” says Clive, “Our unique personalisation process and the fact that neither the sender nor recipient sees any advertising, will help to overcome the perceived disadvantages of ecards for companies and individuals alike.”

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NOTES TO EDITORS:

**About 121movies**

121movies was founded in 2006 by multi-award winning commercials and film director John Clive with the aim of creating a new standard in creativity and personalisation of egreetings and other messaging.

Unique to 121movies is its proprietary software MTXpress that lets users automatically personalise video content for greetings and messages (MovieTexts) and video ringtones (MovieTones). Input text is photo-realistically integrated into short movies. The software is the product of an unusual collaboration of professional skills: typography, filmmaking, 3d animation and programming.

The company’s corporate egreetings offer can be found at: [www.121movies.com](http://www.121movies.com)  
The consumer website – with more than 80 movie greetings – is at: [www.movietexts.com](http://www.movietexts.com)

**About the survey**

The survey was carried out by email in the first week of October with 102 respondents in the UK and US.

## **About the environmental cost of paper greeting cards**

### ***Virgin paper and resource use.***

- Around 900,000 trees are felled each year to supply the 9.7 billion greetings cards sent annually in the U.S. & U.K. alone.
- Some manufacturers use recycled paper, however, despite pressure, this has not become a high priority in the industry.
- Other environmentally damaging practices used to make paper greeting cards include the use of toxic inks, fixing agents and plastic embellishments
- Again, some manufacturers are using less toxic alternatives, but even in the best case, there are still significant carbon emissions generated by the manufacturing process.

### ***Transportation costs and added postage weight.***

- Long before a card is purchased by the consumer there is a chain of transportation. The shipping of lumber, the delivery of paper stock and the distribution to the point of sale of the manufactured product. All this must be added to the carbon emissions caused by the massive seasonal surge in postal deliveries.

### ***Disposal.***

- A small percentage of greeting cards get saved by the recipient. Most end up in landfills. A U.S. research programme, "Project Garbage", has now discovered that paper products do not biodegrade normally in landfill, due to a lack of oxygen and water.
- Even in the best case, where greetings cards are recycled, there are energy and pollution costs associated with transporting and converting the waste into reusable paper.

***All these environmental costs can be eliminated by the use of e-greetings.***