



**waste-free mail**

MANAGE YOUR MAIL – SAVE A TREE!

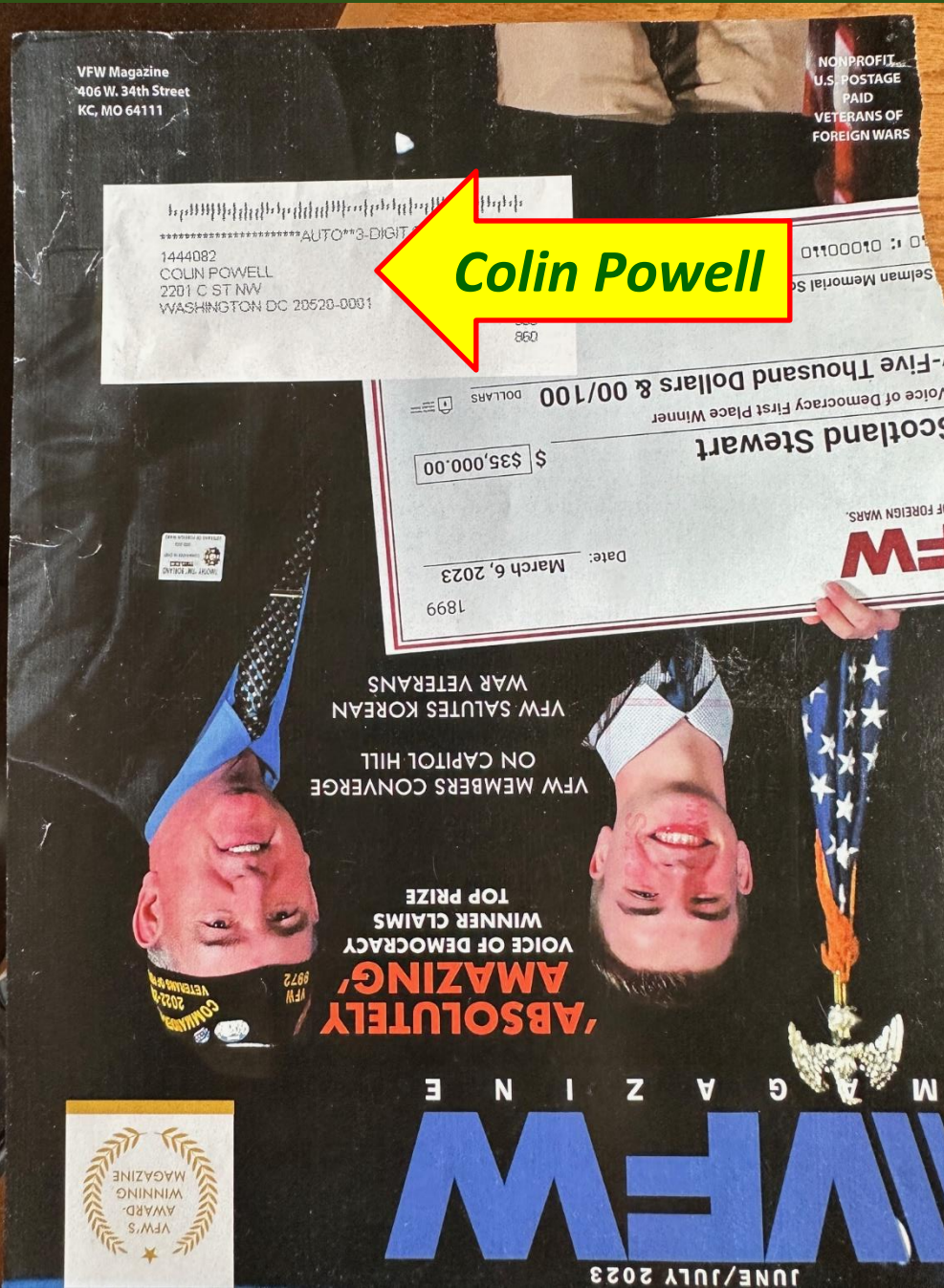
# WFM OptOut Technology

Removing Unwanted Mail (UM)





# Unwanted and Undeliverable Mail





# WFM Videos

## WFM OptOut – Cost Efficiencies and Zero Waste Opportunity:

<https://www.youtube.com/watch?v=ztSjdnpmEqI>

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## WFM OptOut User Guide:

<https://www.youtube.com/watch?v=pLSjbUlxec4>





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*SA32 data as of February 2025*

# WFM OptOut Technology at U.S. Department of State

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Impact of Removing Unwanted Mail (UM)



# Cost Savings Breakdown Across Categories

Removed  
**511,071**  
Mail Pieces



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Category	Cost Savings
Productivity <sup>1</sup>	\$427,255.33
Shipping to Embassies <sup>2</sup>	\$1,241,031.62
Recycling <sup>3</sup>	\$18,612.27
Screening for Hazardous Materials <sup>4</sup>	
<b>Total Cost Savings</b>	<b>\$1,686,899.22</b>

<sup>1</sup> Productivity (\$.836) – used USPS Variable Cost for Flat/Catalog mail type

<sup>2</sup> Shipping Cost to Embassies (avg. \$7.35 per kilo) – prior to WFM, most was recycled prior to shipping

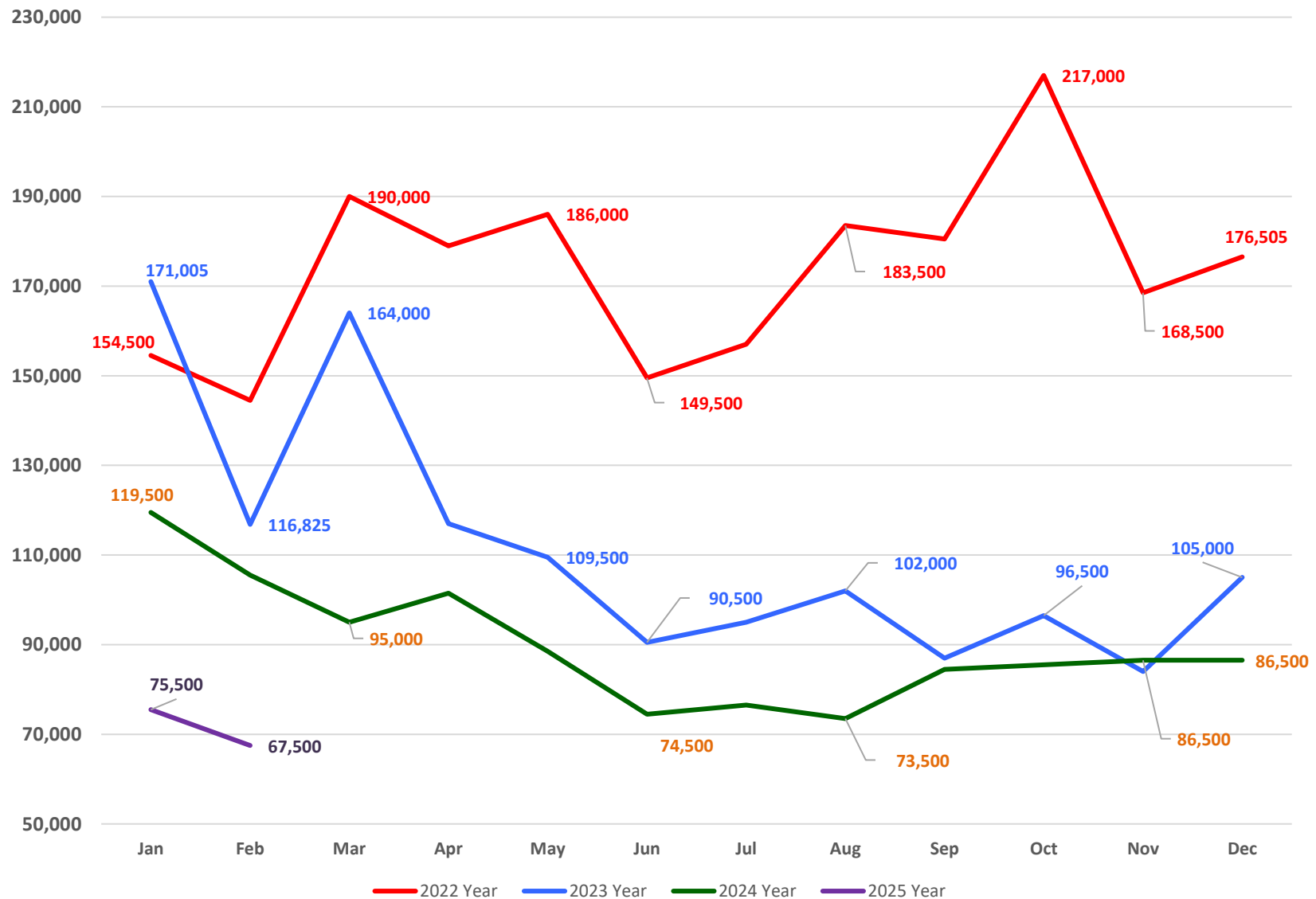
<sup>3</sup> Recycle Cost (avg. \$100 per ton) – used industry cost

<sup>4</sup> Screening for Hazardous Material - fewer cages to detect hazardous substances

Operational Sustainability: “Companies tend to focus on dealing with products at their end of life, e.g., recycling or safe disposal. While this is good, being sustainable at the start of products’ lives — such as reducing materials during production — can be far more sustainable than the end-of-life approach.”

Vishal Agrawal is Henry J. Blommer Family Endowed Chair in Sustainable Business and Professor of Operations Management at the McDonough School of Business, Georgetown University

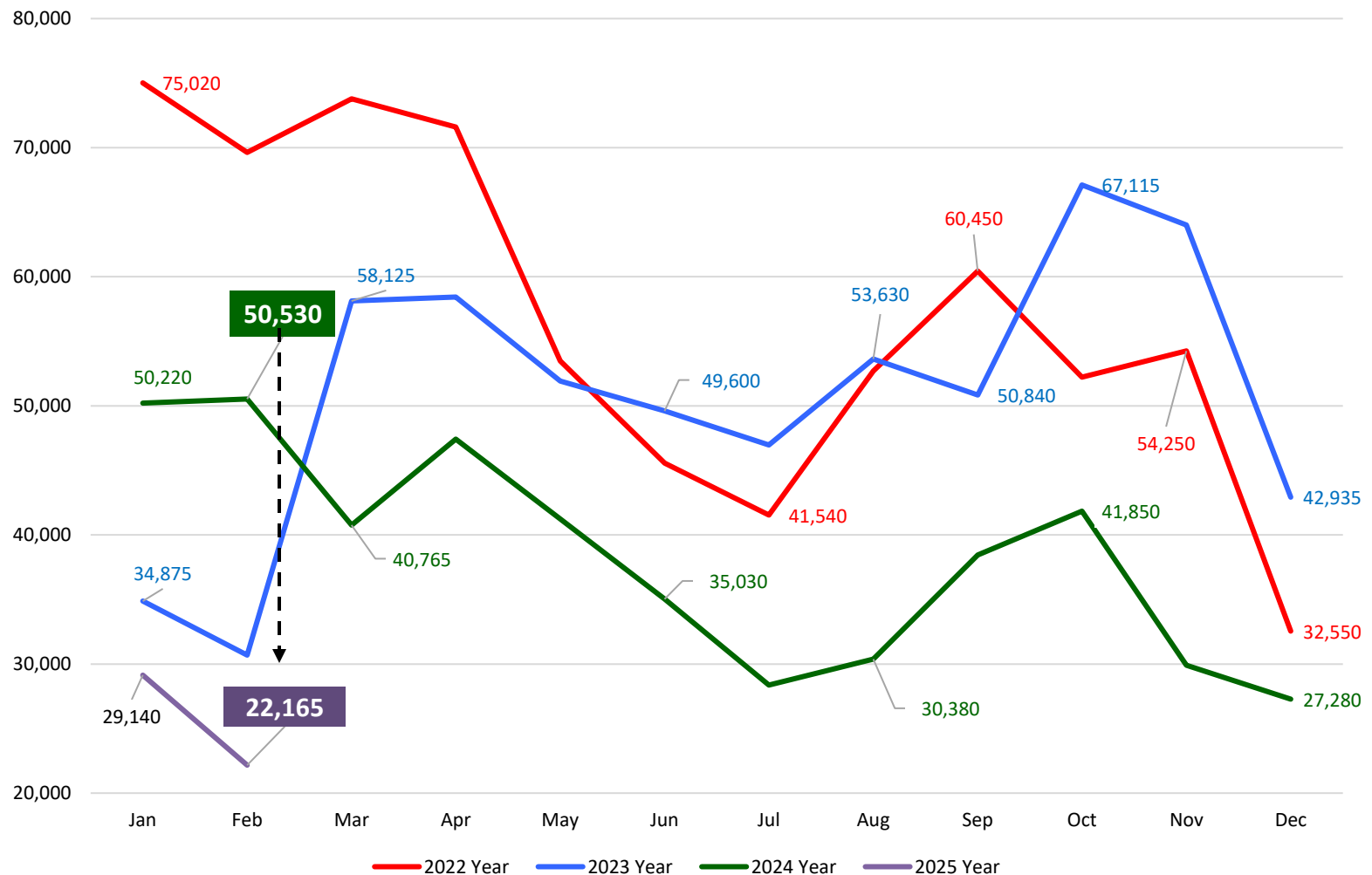
# SA-32 Letter Mail (Years: 2022, 2023, 2024, and 2025)



Letter mail volume dropped by 36% from 2022 to 2023. By connecting SA-32 to nearly 928 commercial mailers, an additional 20% reduction in letter mail volume was achieved in 2024.

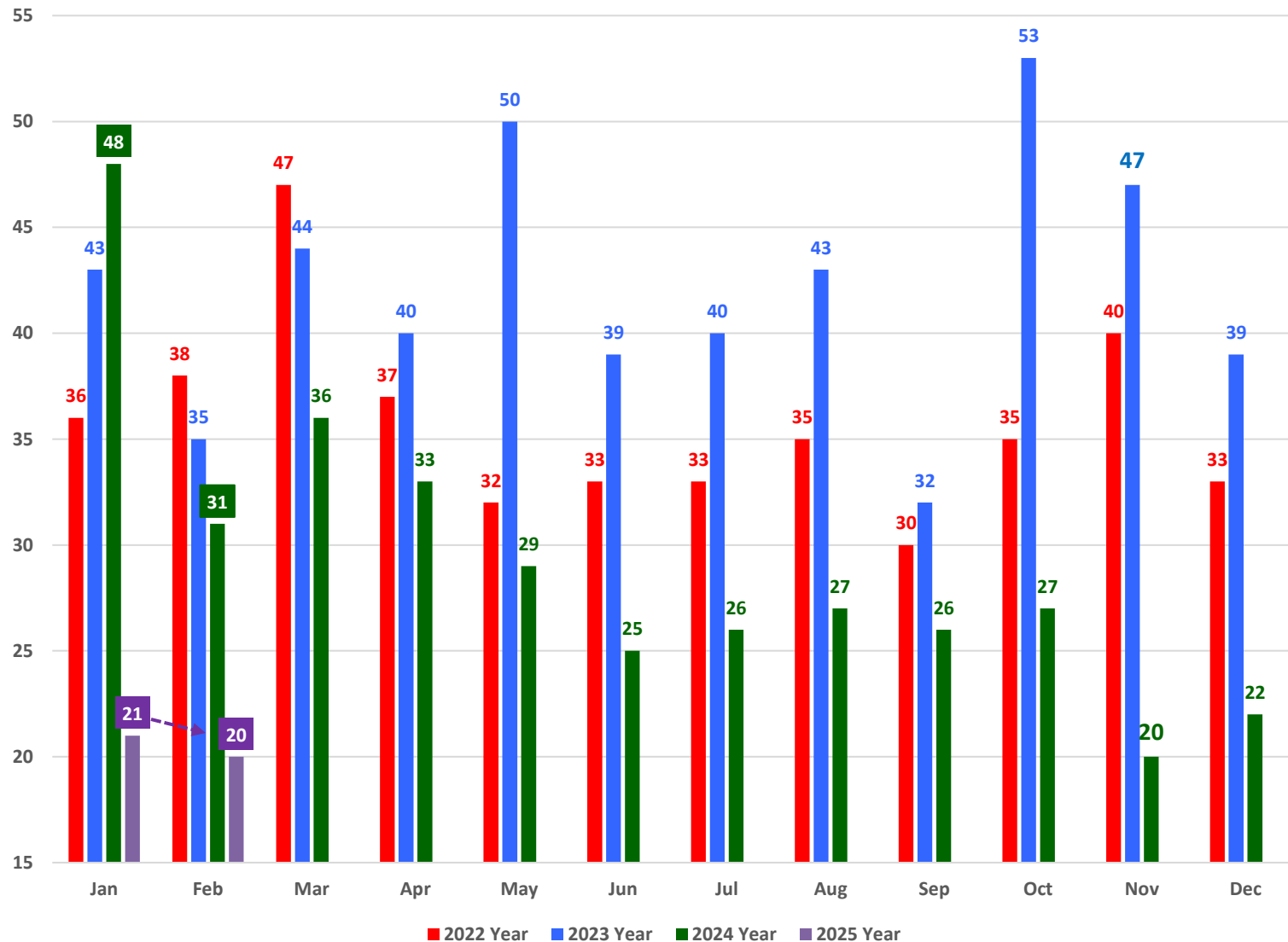
# SA-32 Flat Mail (Years: 2022, 2023, 2024, and 2025)

Feb 2025 SPLY Cut 56%



While Letter Mail experienced significant reductions, Flats only decreased by 11% from 2022 to 2023. However, by connecting 928 commercial mailers, WFM Technology achieved a 56% year-over-year reduction in SPLY Flat Mail volume in February 2025. Flat mail types are heavier and cost approximately \$0.836 per piece to process (according to USPS 2023 Revenue Analysis), also contribute the most waste.

# SA-32 Number of Cages (Years: 2022, 2023, 2024, and 2025)



SA-32 receives cages from USPS containing approx. 8 letter trays and 6.5 flat tubs. Letter trays hold up to 500 pcs. Flat tubs hold up to 155 pcs. However, letters weigh significantly less than flats. Therefore, removing unwanted flats/catalogs/journals saves a lot more money .



# Environmental Impact & Productivity Savings

(volume processed during WFM testing and for 11 months)

SA-32 and HST Mail Center

Paper/Mail Waste (tons)	186.148	Productivity Savings	\$427,255	
Wood Use (tons of fresh (green) wood)	625	Made from about	3,750	trees
Energy (million BTUs)	4,560	Equivalent to	5,430	residential refrigerators operated/year
Greenhouse Gases (pounds CO2 equiv.)	3,520,000	Equivalent to	320	cars/year
Water Consumption (gallons)	4,320,000	Equivalent to	3,120	clothes washers operated/year
Solid Waste (pounds)	221,000	Equivalent to	50,500	people generating solid waste/day
Nitrogen Oxides/ Ground Level Ozone (persons * hrs. * pounds O3 equiv/m3)	67,000	Equivalent to	85	gasoline powered passenger cars/year
Sulfur Dioxide (pounds SO2 equiv)	1,610	Equivalent to	522	eighteen-wheelers/year
Particulates/PM 2.5 (persons * hrs. * pounds PM2.5 equiv/m3)	18,200	Equivalent to	689	gasoline powered passenger cars/year

# Other Accomplishments




Talbots



- Connected SA-32 and HST Mail Center to **928** Commercial Mailers.
- Stopped **40** Large Mailers from marketing to US Department of State.
- Stopped Resell of names to **HUNDREDS** of Mailers.
- HST Mail Center is **now** using the WFM App and highlights its **user-friendly nature**.

## Opt-Out Strategies: Manual vs. Automated

	AMPS	WFM
<b>Automated System</b>	<input type="radio"/> <sup>1</sup>	<input checked="" type="radio"/>
Reach the right person	<input type="radio"/>	<input checked="" type="radio"/>
<b>Scalability</b> - All Departments and Individuals	<input type="radio"/>	<input checked="" type="radio"/>
Tracking & Reporting Capability	<input type="radio"/>	<input checked="" type="radio"/> <sup>2</sup>
Captures <b>Mail Preferences</b>	<input type="radio"/>	<input checked="" type="radio"/> <sup>3</sup>
<b>Strategic Engagement</b>	<input type="radio"/>	<input checked="" type="radio"/> <sup>4</sup>
Streamlines Screening 	<input type="radio"/>	<input checked="" type="radio"/> <sup>5</sup>
No Measurable Impact in Mail Reduction	<input type="radio"/>	<input checked="" type="radio"/> <sup>6</sup>

Automated Military Postal System (**AMPS**) is designed for managing and tracking mail operations. While powerful for logistics, it does not support managing mail preferences or stopping the 90% of unwanted mail at the source. Military Postal Service Agency (**MPSA**) - Serve as the single mail manager within the military services.

<sup>1</sup> - 1) Print Opt-Out **Letters** 2) Print **Mailing Labels** 3) Stuff **Envelopes** 4) Type each contact info 5) **Call Mailers** (if needed) 6) **Mail the Request**

<sup>2</sup> - Tracks and Reports User Info, Mail Preferences, Activity by mailer, Unwanted Mail Volumes, Mail Images, Environmental Impact, Productivity Savings

<sup>3</sup> - Captures Mail Preferences - No Longer There, Unsubscribe, Prefer Electronic/Digital, Correct Addresses

<sup>4</sup> - Agencies can request high-volume mailers ("carpet bombers") to stop sending marketing materials to specific locations

<sup>5</sup> - **Removing 90% of unwanted mail** means fewer items to scan, sort, and inspect for hazardous materials.

<sup>6</sup> - Implemented at the U.S. Department of State and successfully tested at Sheppard, Davis-Monthan, Keesler, Maxwell, and Patrick Space Force Bases—removed more than 70% of unwanted mail at Patrick Space alone.



# CONTACT INFORMATION

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