

Edible Memphis Finds Eco-Friendly Solution

Edible Memphis, a quarterly magazine that celebrates the harvest of the Mid-South, was looking for a creative way to package their magazine. In particular, one that would do double-duty, in that it would show off the attractive front and back cover photography, while protecting the magazine during mailing. “We wanted the beautiful cover and back page advertiser to show through,” said Melissa Petersen, Editor of *Edible Memphis*.

Edible Memphis is part of Edible Communities, a family of 44 quarterly regional food magazines. Being part of such a large organization, it was important that their solution fit the needs of many of their publications. “We have subscribers all over the nation. Fifteen other *Edible* magazines were involved in this purchase—including one in Canada.”

To add another condition to her envelope search, she also wanted it to be biodegradable. “I wanted a clear plastic envelope to mail the magazines, but because of our focus, I wanted that envelope to be biodegradable.” To solve Melissa’s problem, she turned to Univenture and their new line of EcoEndure™ products. She chose the EcoEndure™ Bio Polypropylene Catalog Mailer. “We had the envelopes imprinted with the EcoEndure™ logo and the words ‘biodegradable • recyclable • compostable.’”

“The response to our (Memphis) mailing has been great,” said Petersen. “We’ve had many, many positive comments. I also believe it has helped our sample mailings to media and potential advertisers get opened. One of my advertisers even teared up when I showed her (she’s a true hippie and loves all green efforts). Univenture made me look great.”



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Customer Solution

Edible Memphis helps to build ties between farmers, food artisans, and the rest of the community, by pointing readers toward the region's seasonal foods, food shops and restaurants. For more information on *Edible Memphis* or any other Edible Communities publication visit www.ediblememphis.com or www.ediblecommunities.com.

About EcoEndure™

The Univenture EcoEndure™ line offers a variety of products made from eco-friendly materials. Univenture, along with all of its brands, has long been responding to the world's concerns about the environment with environmentally friendly packaging and products, allowing customers to make the most responsible choices.