



UNITED NATIONS GLOBAL COMPACT COMMUNICATION ON PROGRESS

Company	Brand Addition
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Contact Position	Purchasing Manager
Contact Telephone Number	0044 161 786 0375
Date	6th February 2013
Membership Date	16 th February 2007
Employees	215
Sector	Commercial

Brief description of nature of business

Brand Addition has a leading position in the European market of providing creative, cost effective branded products to some of the world's most well known brands.

We have over 25 years experience and from our operations in Manchester and London (UK), Hagen (Germany) and Hong Kong and Guangzhou (PRC) our team is dedicated to providing customers with the very best in creative merchandise solutions for their corporate marketing activities and consumer promotions.

Statement of Support

Brand Addition will maintain our support to the UN Global Compact.

Our belief is to continuously improve in all areas and share expertise across our business.

Our initial statement laid out the processes and procedures by which Brand Addition operate. I summarize the improvements and progress we have made by each principle where applicable.

Signature

A handwritten signature in blue ink that reads 'Chris Lee'.

Name and Position Chris Lee, CEO

PRINCIPLE 1 BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS

Since attaining SA8000 Social Accountability System in 2009 the system has undergone three independent audits and there were no reported non-compliances. Our certification number is GB09/79253

PRINCIPLE 2 BUSINESS SHOULD ENSURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES

Having launched our European Supply Chain Vendor Audit program back in 2010, this now runs along side our established Far East Auditing program. In 2012 a total of 265 audits were carried out on new and our existing supply chain.

We issue a Code of Practice with our annual Terms and Conditions contract to all suppliers which recognizes the principles of the ETI, ILO and SA8000

PRINCIPLE 3 BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING

Brand Addition operates an Employee Forum which comprises of a cross section of employees from across Manchester and London. This Forum forms the basis of our Information and Consultation Committee.

All staff, during induction are notified of their rights with regard to freedom of association.

PRINCIPLE 4 BUSINESS SHOULD SUPPORT THE ELIMINATION OF FORCED AND COMPULSORY LABOUR

Brand Addition has been re-accredited the Investors in People status for the UK Operations in Manchester and London.

This standard provides a simple and flexible framework that is versatile, flexible, non-prescriptive, outcome-based and recognises that every organisation is different and therefore needs to reach their end goals in their own way

PRINCIPLE 5 BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR

Within our supply chain we continue to audit factories in the Far East using SA8000 as a guide to ensure compliance is met. This is actively encouraged and reiterated during the European vendor audit programme through our tier 2 supply chain. This is an ongoing process and Corrective Action Plans are monitored.

PRINCIPLE 6 BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION

Brand Addition is committed to promoting diversity and equal opportunities in employment. We will not support any form of unlawful or unfair discrimination on the grounds of colour, race, religion and/or belief, nationality, ethnic origin, gender, sexual orientation, HIV status, marital or family status, disability or age.

Brand Addition develops and implements procedures and practices that provide equality of opportunity for both current employees and those applying for positions within the company. Brand Addition believes that its future success is dependent upon its workforce reflecting the composition, talents and skills of the community in which it operates.

Diversity and equality of opportunity within the company are consistently reflected in our decisions relating to the recruitment, selection, training, promotion, transfers, benefits and terms and conditions of our employees. All decisions will be made on the basis of objective and job related criteria.

PRINCIPLE 7 BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES

Brand Addition continues to keep abreast of environmental legislation be it relating to new or revised rules. Brand Addition is to sign up to the Environmental Legislation Update Service in lieu of the environmental periodical Ends Report. Forthcoming changes in legislation concerning waste and the phasing out of the refrigerant gas R22, RoHS2 and ACOP the control of legionella bacteria in water systems are on our legal register under pending legislation for future action.

PRINCIPLE 8 BUSINESS SHOULD UNDERTAKE INITIATIVE TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

Our waste disposal streams are now clearly identified to ensure there is no cross contamination of waste. Base lines have been established to monitor water usage and control valves have been installed in the gentlemen's urinals. All pathways around the business have been repaired. We now have a more formal approach for dealing with waste computer equipment. Brand Addition have signed up to the Carbon Reduction Commitment via their new owners.

PRINCIPLE 9 BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES.

We actively seek to reduce number of air freight shipments and prefer to ship by sea. Brand Addition continues to evaluate its environmental impacts within a robust EMS. In 2010 we improved our waste stream and increased the amount of waste that is recycled. This includes cardboard, paper, plastics, aluminum cans and electrical/electronic products including batteries. Conference calling is now regularly used in lieu of travel whenever possible. Car usage is also discouraged with public transport used instead.

PRINCIPLE 10 BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS INCLUDING EXTORTION AND BRIBERY

Our Code of Practice communicates this message to our supply chain. Our Internal Policy is held on a shared drive for all employees to access.

How do you intend to make this COP available to your stakeholders?

Our COP will be stored on our shared drive for all employees to access. We will publicise our membership of the Global Compact amongst our existing and prospect clients