



UNITED NATIONS GLOBAL COMPACT
COMMUNICATION ON PROGRESS

Company	Brand Addition
Address	Trafford Wharf Road Manchester M17 1DD
Contact Name	Helen Brennan
Contact Position	Purchasing Manager
Contact Telephone Number	0044 161 786 0375
Date	16 th February 2009
Membership Date	16 th February 2007
Employees	130
Sector	Commercial

Brief description of nature of business

Brand Addition is the UK's market leader in the design, sourcing, personalization and distribution of promotional merchandise.

Statement of Support

Since becoming a signatory back in 2007, Brand Addition fully support the key principles of the UN Global Compact. Having attended UK Networks Steering Group Meetings we believe our business incorporates these principles and we aim to continue to promote the highest standards in all areas.

As a small business we face challenges but strive to become more involved in ensuring our stakeholders work with us in achieving this.

Here we summarise the progress we have made against these principles and will continue to follow them up.

Signature

Name and Position Chris Lee, CEO

A handwritten signature in black ink, appearing to read 'Chris Lee'.

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

Brand Addition will conduct every aspect of its business with honesty, integrity and openness, respecting human rights and the interests of its employees, suppliers and clients.

Brand Addition fully supports and is totally committed to ensuring the rights of all workers are upheld. In doing so it supports national law, international law and prevailing industry standards and to verify compliance it has documented a Social Accountability Management System that meets the requirements of SA8000:2008

Our CSR Policy recognizes that the Company's social, economic and environmental responsibilities are integral to the business values and its operations. We have now applied for independent verification of its Social Accountability Management System. SGS Certification Services is the certification body, accredited by Social Accountability Accreditation Services (SAAS), to conduct the independent verification of compliance.

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

Brand Addition, through its documented system requirement to section IV, part 9.7 of SA8000 Control of Suppliers / Subcontractors and Sub-Suppliers, verifies due diligence of not being complicit in human rights abuses.

Brand Addition has increased the robustness of its procedure to ensure via risk assessment and to the best of its knowledge that human abuses are not occurring within its supply chain

Brand Addition's procurement policy involves a robust Vendor Audit system for both UK and off shore suppliers. Vendors are scored and rated high/medium/low risk. Brand Addition do not use any vendors who are high risk and third party audits are carried out where necessary.

Updated Vendor Audit Documents will be sent to core suppliers to complete throughout 2009. These will replace those of 2007.

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

Brand Addition has an Information and Consultation committee whereby one employee forum covers matters of mutual interest and concern for all company sites.

Brand Addition through its documented system requirement to section IV, part 4 of SA8000 Freedom of Association and the Right to Collective Bargaining, clearly describes the rights of all its personnel to join a trade union and to bargain collectively through consultation. Brand Addition management consult in a formal review with all personnel to discuss such topics as training needs and performance. Brand Addition also has a documented grievance procedure.

Brand Addition introduced performance related payments across its administration department in 2008. The was tested over a 6 month period after which the success/failure of the scheme was reviewed by questionnaire with all its personnel. Following the result of this survey further changes were made to the PRP scheme

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

Brand Addition supports the elimination of forced and compulsory labour both within its business and with its supply chain

Brand Addition through its documented system requirement to Section IV, part 2 of SA8000 Forced and Compulsory Labour states that under any circumstance shall any member of its staff be forced to work unwillingly by way of punishment, retaliation or to repayment of debt.

A requirement of SA8000 is to ensure all personnel receive training and awareness of the standard and although Brand Addition have not sought to enforce work by coercion this aspect of the standard reinforces that view.

Within our supply chain we monitor the working hours through our auditing process.

Brand Addition are working towards Investors in People

PRINCIPLE 5 BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR

Brand Addition supports the abolition of Child Labour

Brand Addition through its documented system requirement to Section IV, part 1 of SA8000 Child Labour has not and will not employ any person for gain or for any other purpose who does not meet the legal age requirement. Brand Addition encourages and participates in work experience for young people that is closely coordinated and controlled by the schools administration.

Within our supply chain we audit factories in the far east using SA8000 accredited auditors to ensure compliance is met. This is also encouraged through our tier 2 supply chain

Brand Addition continues to provide for young people solely for the purpose that they can gain work experience and prepare them for eventual employment

We endeavour to increase number of accredited factories

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

Brand Addition fully supports and is committed to valuing and promoting Diversity in all areas of employment, remuneration, recruitment, training and promotion of employees. We aim to develop employees to their full potential irrelevant of age, gender etc as stated in our Equal Opportunities Policy.

Brand Addition through its documented system requirement to Section IV, part 5 of SA8000 defines all known definitions of discrimination and strictly enforces all the rules that opposing discrimination. This applies at recruitment, whilst in service or at termination of employment.

Family Friendly Policy which allows mothers/fathers to fit their working day around child care needs.

Brand Addition has also prescribed detailed policies and procedures relating to this matter in its Human Resources Manual.

PRINCIPLE 7 BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES

Brand Addition are independently registered to ISO14001:2004 by SGS Certification Services. Our registration number is GB04/62514

Our environmental systems are fully compliant with all the requirements contained in ISO14001:2004. The last independent audit was conducted by SGS Certification Services in January 2009. No non-conformances were recorded.

The system is reviewed annually by senior management to ensure it meets the business and environmental needs.

As a result of the annual management review new environmental initiatives are set.

PRINCIPLE 8 BUSINESS SHOULD UNDERTAKE INITIATIVE TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

Brand Addition through its documented system requirement to para.4.6 of ISO14001 Management Review shall hold a review of its environmental impacts and sets targets for improvement.

Brand Addition through its documented system requirement to para. 4.3.3 of ISO14001 Objectives, Targets and Programmes defines events to be undertaken to lessen its environmental impact.

A programme of events was documented and identified several opportunities for improvement.

The drainage system to both car parks received extensive repairs. Base lines were established for monitoring the reduction of electricity, gas, water. Shrubbery around the building perimeter was cut back.

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

Brand Addition is totally committed to reducing its carbon footprint by all means but especially in the area of improved environmental technologies

Staff are encouraged to switch off energy whenever not in use. Priority is given to environmentally friendly products and buyers are encouraged to promote these technologies with its client

Staff awareness and training has been given to recycle waste products and the entire lighting system has been converted to energy efficient fluorescent tubes

A 20% reduction in energy usage has resulted in these initiatives

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

Brand Addition are committed to work against bribery and extortion

Brand Addition has a Corporate Hospitality and Gifts Policy that applies to all employees and should be referred to whenever hospitality or gifts are offered from any outside source.

Gifts received are raffled on an annual basis amongst the staff (usually at Christmas) and the proceeds given to a nominated charity

No instances have occurred; awareness of the policy is re-iterated throughout the year to ensure compliance.

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. There will also be a password protected link on our website www.brandaddition.com for clients and suppliers to access. We will publicise our membership of the Global Compact amongst our existing and prospect clients