



## 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	15 <sup>th</sup> February 2010
Membership Date	16 <sup>th</sup> February 2007
Employees	206
Sector	Commercial

### Brief description of nature of business

Brand Addition recently aligned its existing UK based promotional merchandise business with its sister companies within the 4imprint group; PPI and Kreyer.

The combined business now operates under the same Brand Addition insignia, which reflects the ongoing alignment which is taking place of operational functions across the three businesses. The business can now boast an integrated network of offices in the UK, Ireland, Germany, China and Hong Kong - providing end to end solutions management for our customers.

Fusing our knowledge, experience and expertise gained from operating with customers to develop consumer and business to business promotions, we can now offer a complete range of products and services and a scale of operation that can meet the ever changing needs of our portfolio of international clients.

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

### Statement of Support

Since our first COP back in 2009 we have endeavored to maintain our support during what has been a challenging year.

As a combined business we are working with all divisions to ensure the key principles are supported. 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



Name and Position Chris Lee, CEO

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

We reported in 2009 that we had documented a system to SA 8000. We have now taken this one step further and received third party accreditation to this standard by SGS Certification Services. Our certification number is GB09/79253

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

We are continuously updating the Vendor Audits within our European and UK Supply Chain. Furthermore all factories used offshore are audited prior to orders being placed to ensure compliance to the key principles. From 1 January 2010, new Terms & Conditions contracts were issued to our Supply Chain along with an updated version Code of Practice.

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

We continue to run an Employee Forum over 3 sites; however this has been renamed the Information and Consultation Committee.

During 2009 Brand Addition circulated an Employee Questionnaire to all UK based staff which covered areas such as Communication, Diversity, Equal Opportunities and Respect and Benefits including pay. We received positive feedback in most areas and put an action plan in place to address potential improvements.

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

Brand Addition Manchester has achieved the Investors in People Accreditation, this is the UK's leading people management standard. 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. It is our aim to achieve the Investors in People Accreditation in Brand Addition London late 2010/11.

**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 accredited auditors to ensure compliance is met. This is also encouraged 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**

No further comment since 2009's statement.

**PRINCIPLE 7 BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES**

We are compliant with the European Directives relating to WEEE, RoHS and Batteries. We are also compliant in numerous other EU Countries where we ship Electric or Electronic Equipment including batteries. We have also signed up to the government's carbon reduction commitment programme.

**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.

**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.

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

No further comment since 2009's statement

**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](http://www.brandaddition.com) for clients and suppliers to access. We will publicise our membership of the Global Compact amongst our existing and prospect clients