



UNITED NATIONS GLOBAL COMPACT COMMUNICATION ON PROGRESS

Company	Brand Addition
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Contact Name	Helen Brennan
Contact Position	Purchasing Manager
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Date	6th February 2014
Membership Date	16 th February 2007
Employees	241
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.

In order to serve its target market of international businesses who are seeking to consolidate their spend in promotional items in 2014. Brand Addition expanded its business by opening operations in Dublin (Ireland), Istanbul (Turkey) and Moscow (Russia)

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 cursive script 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 eight independent audits and there were no reported non-compliances. Our certification number is GB09/79253.

This year Brand Addition was awarded the gold level Code of Conduct by the European Promotional Products Association.

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

Whilst both our European and Far East Factory Audit program are well established we are now working closely with our partner in Turkey to ensure that factories and suppliers we are using in this territory do not contravene the principles of the ETI, ILO and SA8000.

The Brand Addition Code of Practice highlighting these principles continues to be issued to all suppliers on an annual basis.

**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 will be extended to the team in Ireland in 2014 now that they have had time to settle into Brand Addition. 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. Our focus for 2014 is Health & Well Being and we will be holding a number of workshops, exercise classes and individual health assessments with professionally trained external contacts for employees. We will also look to extend our accreditation to include Ireland at our next formal assessment in 2015,

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 has now signed up with the Environmental Legislation Update Service. Transport and in particular use of company cars on business have been added to our environmental aspects for the purpose of encouraging more business meetings via conferencing services or travel on public transport.

PRINCIPLE 8 BUSINESS SHOULD UNDERTAKE INITIATIVE TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

The offices at Brand Addition are to receive a major makeover this year and key to the selection of the contractor will be their ability to recycle waste materials. Additionally, during the makeover the air-conditioning units will be replaced with units containing an inert refrigerant gas

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

During 2013 the filament bulb lighting system in the warehouse and external lighting was replaced with energy efficient LED lighting. This achieved a 60% reduction of energy in these areas.

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.

All supplier gifts are saved and used for a staff Christmas raffle once a year. Proceeds raised are given to our nominated charity in that year.

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