



UNITED NATIONS GLOBAL COMPACT COMMUNICATION ON PROGRESS

Company	Brand Addition
Address	Trafford Wharf Road Manchester M17 1DD
Contact Name	Stephen Ladley
Contact Position	Buyer
Contact Telephone Number	0044 161 786 0261
Date	15 th February 2011
Membership Date	16 th February 2007
Employees	250
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 while trading separately as 4imprint, Product Plus International and Kreyer Promotional Services before joining under a single name – Brand Addition on 1 January 2010.

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

Since our first COP back in 2009 we have endeavored to maintain our support during what has been a period for businesses in our industry.

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

Since attaining SA8000 Social Accountability System in 2009 the system has undergone two 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

We have developed a new European supply chain vendor audit programme which is an indefinite and continual process - this includes regular off-site audits. The audit contains a detailed section on ethical compliance and also requests specific evidence of ethical audits at sub-factories of our tier 2 supply chain.

As per the 2010 statement, all factories used offshore are audited prior to orders being placed to ensure compliance to the key principles

From 1 January 2011, revised 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.

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 Manchester, at which 50% of our total team work, 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. We will be seeking to gain the Investors in People for our London operation in 2011/12.

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 continues to support and employ staff with irrespective to their race, caste, nationality, religion, disability, gender, sexual orientation, political affiliation or age. Equally it ignores all these factors when considering remuneration, training, promotion or termination of employment.

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. This is achieved through subscription of the environmental periodical Ends Report.

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. 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.

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

We have robust policies in place relating to corruption clearly outlining what is or is not acceptable practice.

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