



UNITED NATIONS GLOBAL COMPACT COMMUNICATION ON PROGRESS

Company	Brand Addition
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Contact Position	Purchasing Manager
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Date	5th February 2015
Membership Date	16 th February 2007
Employees	298
Sector	Commercial

Brief description of nature of business

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

We have over 30 years experience and from our operations in Manchester and London (UK), Hagen (Germany), Istanbul (Turkey), Dublin (Ireland), Hong Kong, Shanghai 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.

Our target audience is international businesses who are seeking to control their supply chain in line with their corporate values, generate cost savings through leveraging their spend and control their brand across multiple markets.

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

Name and Position Chris Lee, CEO

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

With the introduction of the latest version of SA 8000:2014 major changes are taking place to our social accountability procedures. More emphasis is placed on non-management representation in all aspects of monitoring and measuring compliance with the standard and placing particular emphasis of risk assessment of all the requirements of the standard. Brand Addition accepts all these changes and throughout the early part of 2015 will implement the changes.

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 have successfully being working 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. We have carried out 11 factory audits within Turkey during 2014 and continue to monitor our supply chain in this territory.

The Brand Addition Code of Practice highlighting these principles continues to be issued to all suppliers on an annual basis. This now includes Vendors within Turkey.

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

Brand Addition operates an Employee Forum which compromises of a cross section of employees from across Manchester, London and Dublin. This forum will be extended to the team in Hagen, Germany during 2015. The 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 2014-2015 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 look to extend our accreditation to include Dublin, Ireland and Hagen, Germany at our next formal assessment in November 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. In 2014 this was extended to include factories in Turkey. 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 take a precautionary approach to environmental challenges via the Environmental Legislation Update Service. Brand Addition is notified by ELUS well in advance of changes to legislation and as such is well prepared to take on new challenges.

PRINCIPLE 8 BUSINESS SHOULD UNDERTAKE INITIATIVE TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

The offices at Brand Addition, Manchester which is the head office site received an office refit. Desk bins have been removed entirely and have been replaced by central waste collection points. The effect is two-fold. The amount of waste has been reduced and more waste is now being recycled.

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

During 2014 the office lighting was updated with energy efficient tubes and also an air ventilation system was installed. In the latter case this system works via a heat exchanger and has had the effect of reducing energy usage by less use of the air-conditioning units during summer and supplements the heating during winter.

**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