



UNITED NATIONS GLOBAL COMPACT COMMUNICATION ON PROGRESS

Company	Brand Addition
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Contact Position	Purchasing Manager
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Period covered by this Communication on Progress	05/02/2016 – 04/02/2017
Membership Date	16 th February 2007
Employees	334
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) and St Louis, USA. Our team is dedicated to providing customers with the very best in creative merchandise solutions for their corporate marketing activities and consumer promotions delivering a consistent quality of products and services across our operations.

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 continue to maintain our support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

Our belief is to continuously improve in all areas, measure our improvements where possible and share expertise across our business.

In this annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily

operations. Brand Addition will also commit to sharing this information with our stakeholders using our primary channels of communication.

Signature



Name and Position Chris Lee, CEO

HUMAN RIGHTS

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

An internationally recognised standard of Social Accountability, SA8000 provides us with a clear direction regarding the fair treatment of people and the environment in which we work. The requirements for certification are aimed at our business but also apply to our suppliers and how we work with them.

In addition to independent audits being carried out twice a year at multiple Brand Addition sites we carry out our own internal audits of the systems. The ultimate aim is to ensure that we remain compliant and also to improve our systems.

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

Our European and Far East Factory Audit programs are well established and continue to ensure that factories and suppliers we are using in high risk countries do not contravene the principles of the ETI, ILO and SA8000. We audit factories, distributors and importers every 2 years or more frequently depending on risk. Corrective action plans are issued and followed up after each audit. Throughout 2016 we have focused heavily on our supply chain in Turkey ensuring that no forced labour from neighbouring territories is used. Our partner in Turkey also continues to monitor this area.

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

LABOUR

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 consists of a cross section of employees from across the Manchester, London and Dublin sites. Employees have always expressed a preference to deal personally with any issues or concerns as opposed to having a trade union.

All employees as part of the induction process 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 accredited the Investors in People status for the UK Operations in Manchester and London since 2009. More recently our focus has been to continue to build on our health and well-being initiatives, including flexible working, increased holiday entitlements, phased returns and team get-togethers.

The IIP 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

Brand Addition issued Slavery & Human Trafficking Statement in 2016 highlighting our due diligence processes which support The Modern Slavery Act 2015

PRINCIPLE 5 BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR

Within our supply chain we continue to audit factories in the Far East and other risk countries such as Turkey, Bangladesh & India using SA8000 and the ETI Gap as guides to ensure compliance is met. This is actively encouraged and reiterated during the European vendor audit programme through our tier 2 supply chains. This is an ongoing process and Corrective Action Plans are monitored. Emphasis on the abolition of Child labour in Turkey via our Vendor Audits has been a focus in 2016.

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 or 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. We are proud to be a multi-cultural business that seeks new and exciting opportunities to offer to our talented team or new comers to the business.

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.

ENVIRONMENT

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 Brand Addition Group is currently revising its processes and practices around energy management with a view to achieving ISO 5001 certification in July 2016. The focus on using energy efficiently will result in cost savings in addition to helping to conserve resources and tackle climate change.

In addition to ISO 14001, Brand Addition is now certified to ISO 50001. This has been awarded in recognition of our Energy Management System and Energy performance indicators that we now have in place.

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

Due to the success of a project aimed at improving the office lighting 2014, we have now replicated this good practice in the warehouse and also the floodlights on the front of the building this involved replacing 250W Metal Halide lamps with 80W Cool White LED lamps in these areas.

Measurement

CO2 output was reduced by:-

Offices – 26.35 to 5.85

Outside lights – 2.76 to 0.74

Warehouse lights – 11.94 to 4.94

As part of the ISO 50001 certification we now have a complete lighting strategy in place, we are introducing a process whereby we are replacing our current metal halide lamps with LED lights. Our 3 European sites are certified. We have a target in place of a 3% reduction in carbon emissions (from electricity usage) across the 3 sites for 2017.

ANTI-CORRUPTION

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 and the Intranet 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.