

**MBA acquire SR Communications business to form largest  
print and mailing house in London.**

MBA Group Ltd, the North London based print and direct marketing company, have acquired the business and assets of SR Communications Ltd. The plan is to migrate the business into MBA's 135,000 sq. ft. factory in Tottenham.

The amalgamation of SR into MBA produces the largest printing and direct marketing company in London. It will create an unprecedented manufacturing capability in both the transactional and Direct Mail arena and improve their ranking among UK companies.

The deal will further improve the production capability of MBA and enhance their buying power. Bachar Aintaoui, Chairman of MBA Group, believes the customer is the winner. "We have always provided single source solutions, but acquiring SR gives us greater economies of scale and more production capacity which will benefit our customers".

The two companies have collectively traded for over 50 years and Mr Aintaoui believes their combined wealth of knowledge gives them a distinct advantage. "There are only a handful of companies in our market with the level of experience we now possess, and very few of them have our range of experienced staff under one roof."

Continuity of service is of utmost importance to John Burbidge, founder of SR Communications, who commented: "I'm excited by this new phase in the development of MBA and our management teams are working together to ensure a smooth transition. I'm looking forward to welcoming clients at the Tottenham factory and outlining future plans".

This week MBA will begin executing the planned integration of the two companies' operations, networks and customer care departments to ensure a smooth migration and immediate value for clients.