

Press Release

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MBA's plans for carbon-neutrality.

MBA, the North London based multi-channel production company, plans to improve its environmental performance during 2009 and take the first steps to becoming carbon-neutral.

The firm is already ISO14001 accredited and has been certified by the Forest Stewardship Council (FSC). As part of their existing environmental policy MBA keep a record of how much paper is recycled, and in 2007 reached a figure of 1,450 tonnes that helped to save 34,000 trees*.

The next major step is to become carbon-neutral and the company has begun introducing energy saving initiatives to reduce their carbon emissions to the lowest possible level. "Companies need to be environmentally responsible in order to compete in today's market. But there is a lot of green-wash in the market. We intend to do this the right way and reduce our emissions before offsetting" said Bachar Aintaoui, Chairman.

MBA has put in place a number of green initiatives, including:

- > Replacing their paper waste compactor. The new compactor uses less energy and will compact paper more effectively, which reduces the number of collections by recycling vehicles (reducing carbon emissions)
- > Movement triggered lighting. Lighting accounts for 22% of the average office energy bill. MBA are installing movement detectors in non-essential areas to reduce energy used.
- > Programme for the Endorsement of Forest Certification (PEFC). MBA already have FSC certification and hope to achieve PEFC by January 2009.
- > Clients can travel to our Tottenham factory in MBA's carbon neutral Taxi. All carbon emissions from the Taxi have been offset thus reducing the personal carbon footprint of clients as well as their company's emissions.

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Editors Notes

About MBA Group

MBA were established in 1984. The company provides fully integrated print and direct media solutions, from planning to finished product. Their principle site is in North London where they operate from a purpose built factory with 12,100 sq.m of production capacity.

These facilities are supported by operations throughout the UK, including sites in Warrington, Cheshire and Milton Keynes, Buckinghamshire.

The company's accreditations include ISO9001 for administration, ISO14001 for environmental policy and ISO27001 for security. They also have Forest Stewardship Council (FSC) Certification, APACS cheque processing accreditation and are members of the Direct Marketing Association (DMA).

Website: www.mba-group.com

For all further information contact Graham Smith, Marketing Manager, on 020 8376 4470.

Email: gsmith@mba-group.com

* MBA saved 34,000 trees in 2007. Figure based on saving 20 trees per tonne of paper.