

Press Release

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Ursula Burns, Xerox President, applauds MBA's print quality.

MBA Group Ltd, the North London based print and multi-channel communication firm, has been congratulated on the quality of reproduction achieved using their new Xerox 980 Colour Continuous Printing System.

Ursula Burns, President of Xerox Corporation, visited MBA Group in North London to see how the company had achieved such outstanding results in such a short space of time. Burns had heard MBA were achieving great colour reproduction and wanted to see it for herself.

Bachar Aintaoui, Chairman of MBA, is delighted that the efforts of his team have been recognised. "We are the first company in the UK to install a Xerox 980, and we finished the installation in record time due to the efforts of MBA staff and the Xerox engineers. It's great that our skill in colour reproduction is also being acknowledged and we were honoured to meet the President of Xerox".

During the two-hour visit Bachar and Ursula discussed future developments in digital print, including the increasing awareness of environmental printing, the need for better data management and improved return on investment for clients.

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Editors Notes

MBA were established in 1984. The company provides fully integrated print and mailing solutions for transactional and direct mail, 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 (135,000 sq.ft) of production capacity.

These facilities are supported by operations throughout the UK, including a disaster recovery site in Warrington, Cheshire and envelope production in Milton Keynes, Buckinghamshire.

The company holds ISO9001, ISO14001 and ISO27001 accreditations as well as FSC Certification and C&CCC (APACS) approval.

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