

Press Release

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MBA raise awareness on inkjet recycling

MBA Group, the North London based multi-channel communication company, is concerned by the growth of high coverage inkjet printing and the problems it is causing in the paper recycling process. MBA is taking a lead on this important environmental issue.

It's the rise of full colour, high coverage inkjet printing that is causing headaches for the paper recycling industry. The inkjet particles are too large to be separated from the paper, so they stay in the paper and affect the whiteness and construction of recycled material.

MBA is campaigning for the European Parliament to generate greater awareness of the issue, introduce self regulation for inkjet printing and support alternative technology.

Marina Yannakoudakis, MEP for London, recently visited MBA as part of a fact finding tour. Following her visit, she raised the issue in the European Parliament. Speaking to the President of the European Parliament in Strasbourg, Mrs Yannakoudakis said, "We all know the importance of recycling and it's a given fact that we would expect paper to be recycled once used. I recently visited a printing company, MBA, in my constituency of London, where I found out more about inkjet printing.

"The complicated process used to recycle inkjet paper makes it an expensive process, and the use of additional bleach means it is not environmentally friendly. Companies such as MBA, who use other forms of printing which are environmentally friendly need to be encouraged and incentives offered to make the process economically more even handed."

MBA will continue to take an active role on all environmental issues as part of our ISO14001 accreditation and commitment to corporate social responsibility.

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Editors Notes

About MBA

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 business continuity site in Warrington, Cheshire and envelope production in Milton Keynes, Buckinghamshire.

The company holds ISO9001, ISO14001 and ISO27001 accreditations as well as both FSC & PEFC sustainable forests certification. For secure cheque production the company has C&CCC (APACS) approval.

MBA is an active member of the DMA (Direct Marketing Association).

Caption

Marina Yannakoudakis, MEP for London, checks environmentally friendly laser print with Graham Smith, Marketing Manager at MBA.

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