

## **Press Release**

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### **MBA wins 'Best-of-the-Best' International Print Award**

MBA Group, the North London based multi-channel communication company, has won a 'Best-of-the-Best' International Print Award. The award is for producing a fully digital publication using their Xerox 980 colour continuous laser press.

Graham Smith, Marketing Manager at MBA, is delighted with the award. "We wanted to use a vehicle that would demonstrate the benefits of variable content on large print runs, which is where our data team and the 980 really score".

MBA claim the publication is different from anything the market has seen before. Firstly, it's fully digital, not a digital/litho combination. This opens opportunities for personalisation and variable content on every page.

Secondly, it uses offline data – an existing subscriber database – not one that has been built or amended via a web page. So every reader gets variable content and personalisation, not just those that visited a website and completed an online form.

Finally, it has both variable editorial and advertising throughout the publication. This ensures the content is relevant to the reader; more relevance means greater readership and response.

MBA fought off stiff competition with an incredible number of entries from over 19 different countries. The award was presented in front of an international audience at the Premier Partnership Congress held in Manchester on 17 May 2010.

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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).

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