

Press Release

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MBA add to digital portfolio with iGen4 investment

MBA Group, the North London based multi-channel communication company, has invested in an iGen4 to complement its two existing iGen3 presses and confirms the companies position as a leading digital print supplier.

The investment is combined with an upgrade on one of its Buhrs BB300 mailing machines and follows investment in MBA's finishing line.

Graham Smith, Marketing Manager at MBA, says the investment is customer led. "A number of recent contract wins included elements of digital print, plus clients are making much better use of customer data and realising the full potential of digital print."

The iGen4 is housed at the company's North London factory and sits along side their two Xerox 980 colour continuous laser presses, bringing the total number of digital machines at MBA to over 40 presses.

The company anticipates further growth in this area and has not ruled out the possibility of further investment.

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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).

For all further information contact Graham Smith, Marketing Manager, MBA Group Ltd.
T: 020 8376 4470 / 020 8376 4363
M: 07954 992 403
E: gsmith@mba-group.com