



MARKETING PRESS

ADVERTISING & PROMOTIONAL ITEMS

Phone/fax:(+381 11) 3088 409
(+381 11) 3088 419
(+381 11) 3821 408
(+381 11) 3821 482

web: www.marketingpress.rs

Showroom address: Milana Rakića 127
11000 Belgrade, Serbia
Address: Mis Irbijeve 58, Belgrade, Serbia
e-mail: office@marketingpress.rs

Committed to marketing since 1989

Code of Ethics

Introduction:

Marketing Press has the ambition to be the first choice of customers, suppliers and employees. The code of ethics indicates who we are and how we work by setting down the core values, which should be at the basis of the behaviour of Marketing Press. The conditions which have been laid down in the code of conduct, are based on our norms and values and apply to all acts of our company, and to the individual conduct of our employees while carrying out the company activities of Marketing Press.





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Corporate Social Responsibility:

Corporate Social Responsibility (CSR) is most important entrepreneurial activity in the 21st century. The vision broadens the focus of the entrepreneurship. Value should not only be added in the economic area (Profit), but also ecologically (Planet) and socially (People).

Marketing Press finds it no less than normal to make contribution to a durable society by not only considering the financial picture when making decisions, but also the society and the environment. The first step towards Corporate Social Responsibility has been taken by drawing up this dynamic document.

Marketing Press supports European Promotional Products Association EPPA words – „Sustainability used to be a differentiator but will be soon company license to operate in the near future“

Marketing Press will ensure that the supplier and subcontractors have full access to the our CSR program and that they comply with the stated requirements.

Administration

The management must ensure that all relevant transactions and other activities are recorded correctly, accurately and truthfully in the administration.

Privacy

We respect the privacy of our customers and employees and will protect their personal data. With business dealings, one can gather information about clients, suppliers, competitors and others. We treat these data confidentially and will only use these for acceptable company purposes.

Compliance with the applicable law and regulations

Compliance with all applicable national laws and regulations, all norms which apply within the industry as a minimum, the ILO and UN Conventions and all other relevant legal requirements, whereby the most stringent regulations will be adhered to.

Marketing Press has signed the United Nations Global Compact and GRI. The Global Compact identifies ten universal principles on human rights, labor, the environment, and anti-corruption, and requires companies around the world to support and abide by these principles.



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COMPARATIVE TABLE OF THE UNITED NATIONS GLOBAL COMPACT PRINCIPLES (UNGC) AND GRI

UNGC	GRI
HUMAN RIGHTS	
principle 1 BUSINESSES SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS	LA 4
	LA 7
	LA 9
	LA 13
	LA 15
	HR 2
	HR 11
	PR 8
principle 2 BUSINESSES SHOULD MAKE SURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES.	HR 2
	HR 11
LABOUR STANDARDS	
principle 3 BUSINESSES SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING;	LA 4
	HR 2
principle 4 THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR;	HR 2
principle 5 THE EFFECTIVE ABOLITION OF CHILD LABOUR;	HR 2
principle 6 THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION.	LA 2
	LA 13
	LA 15
	HR 2
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ENVIRONMENT	
principle 7 BUSINESSES SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES.	EN 30
principle 8 PROMOTE PROJECTS WITH GREATER ENVIRONMENTAL RESPONSIBILITY;	EN 4
	EN 5
	EN 8
	EN 16
	EN 22
	EN 30
	PR 3
principle 9 USE AND DEVELOPMENT OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES.	EN 5
	EN 30
ANTI-CORRUPTION	
principle 10 BUSINESSES SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY.	NOT ANSWERED (SO2–6)*

Notes:

*Principle 10 – although no indicators from SO 2 to SO 6 were responded to, the anti-corruption topic was set as one of the strategic priorities in Marketing Press



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The signing of this agreements reaffirms Marketing Press's commitment to pursuing its efforts in corporate social responsibility. Guided by these ten principles and GRI principles and Guidelines, as well as its management philosophy, Marketing Press aims to further advance its efforts to help achieve the sustainable development of societies, not only by complying with relevant laws and regulations, but also promoting its CSR procurement and environmental activities.

Marketing Press supports EPPA (European Promotional Products Association) words – „Sustainability used to be a differentiator but will be soon company license to operate in the near future“ and is one of first company without country roof organization associations that apply to EPPA CSR CERTIFICATE PROGRAM that is dedicated to manage social responsibility for the promotional product industry. Its objective is to create responsible supply chains, securing fair and lawful employment practices, workplace and consumer safety. The final standard builds on the principles that were used and are summarized in the United Nations Guiding Principles.

Marketing Press endorses 10 Ceres Principles:Protection of the biosphere/Sustainable use of natural resources/Reduction and disposal of wastes/Energy conservation/Risk reduction/Safe products and services/Environmental restoration/Informing the public/Management commitment/Audits and reports.

List of International agreements and conventions Marketing Press supports:

- International Labour Organisation (ILO) Declaration on Fundamental Principles and Rights at Work
- International Chamber of Commerce Charter for Sustainable Development
- GRI
- EPPA CSR PROGRAM
- The 10 CERES Principles
- OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions
- ICTI (International Council of Toy Industries) Initiative
- Transparency International – Business Principles for Countering Bribery
- United Nations Global Compact
- United Nations Universal Declaration of Human Rights
- IPPAG
- ICTI (International Council of Toy Industries)

Theft and fraud

It is Marketing Press' policy to immediately investigate cases of internal and external theft or fraud, which involve our company, to report these, and as the case may be, to take legal action.



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Gifts / invitations.

The general principle is that Marketing Press employees are not allowed to accept or offer gifts with a value of over 50,- and/or work related gifts.

There are cases where refusing a gift, may embarrass or hurt the person who offers it. In these cases the gift may be accepted in consultation with the superior or the management. Invitations for trips or events can only be accepted with the permission of the superior or the management.

We expect our suppliers and other business partners to refrain from offering gifts to our employees with the purpose to influence them.

Under no circumstances will it be permitted to offer or to accept bribes.

Bribery and corruption

Marketing Press is determined to fight against bribery and corruption in any form. Gifts or entertainment may be offered to a third party only if they are in line with business practices to customers, if appropriate and if the value can not be construed as inducements to trade.

Employees should not accept gifts, money or invitations to a party by a third party of any organization or individual as a member of the organization if there is reasonable suspicion that such an act may affect business transactions.

Conflicts of interest

We are dependent on the trust of our customers, suppliers and other third parties. Conflicts of interest or the appearance thereof, undermine the good reputation of Marketing Press. A conflict of interest arises in a situation in which the contacts or the position of an employee within the company, are used for serving personal, business or financial interests, to the detriment of the company, or otherwise. Every situation in which a conflict (or the appearance of a conflict) could possibly arise between private interests and those of Marketing Press, must be avoided.

Money laundering

Our company is committed to complying fully with all anti-money laundering and laws throughout the world. Marketing Press will conduct business only with reputable customers involved in legitimate business activities, with funds derived from legitimate sources. Employees must comply with all laws,



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regulations and company policies, guidelines, standards, and other procedures to ensure compliance with this Principle.

Steps for Compliance:

1. Know your business partners: Where appropriate, conduct integrity assessments and other due diligence and be familiar with their business practices.
2. Monitor financial activity: Observe and record payments and transactions consistent with all established Policies and Procedures. Follow Global Financial Standards for acceptable forms of payment.
3. Keep complete records: Keep current, complete and accurate records of every business transaction.
4. Report any suspicious activity: Immediately alert your business unit's assigned legal counsel, of any suspicious activity.

Cooperate fully with legal and regularity authorities charged with enforcing anti-money laundering laws.

Intellectual Property

We respect all rights in any country or jurisdiction in patents, inventions, trade secrets and other rights in know-how, copyrights (including any extensions or renewals), rights affording equivalent protection to copyright, data, rights in databases, registered designs, design rights, industrial designs and utility models, trademarks, trade names, business names, trade dress, logos, domain names and all registrations or applications to register any of the foregoing rights. We only want to do business with partners who endorse this.

Measures to prevent counterfeiting of other products or copies

A counterfeit is an imitation, usually one that is made with the intent of fraudulently passing it off as genuine. Counterfeit products are often produced with the intent to take advantage of the established worth of the imitated product.

It is imperative for our company and our countermeasure policy to take a firm stand against of counterfeit production and distribution.

So, our advice:

- Check the quality of the goods. Fakes will not be as good as the real thing.
- Check labels and packaging for spelling mistakes and poorly printed logos.
- Report every counterfeit product and items.

Truthfulness of marketing and advertising messages



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There are certain moral principles that are quite crucial to ethical advertising. Moreover, these principles emphasize truthfulness, the dignity of the human person as well as the social responsibility. First, truthfulness in advertising highly recommends that the advertisements should avoid misrepresenting the truth by implying things that are not real or denying relevant facts. While the principle of the dignity of the human person criticizes advertisements that violate our right to raise any responsible choices or even make a good use of baser tendencies.

Finally, the social responsibility highly criticizes and violates advertisements that encourage wasteful lifestyles which may either damage the environment or create any sort of ecological problems.

Confidentiality and Data protection

We keep absolutely confidential all Confidential Information and protect data received from our business partners and other stakeholders and we use Confidential Information only for the purpose of performing our obligations under agreement with them and we do not to use any Confidential Information for its own benefit. It is every employee's duty to handle confidential data carefully. Employees, who deal with confidential information, are bound by a pledge of secrecy. Improper publication of this sort of information may damage Marketing Press and therefore, may result in disciplinary measures.

Competition

Marketing Press will always compete in a fair and ethical manner, where success is based on the principles and values of providing the highest quality services. Competitors must not be treated with disdain. In contact with competitors, employees should avoid discussing confidential information, also condemns any attempt to improperly acquire competitors' trade secrets or any other confidential information. Employees should not discuss pricing strategies or undertake any activities that are inconsistent with the laws that are applicable to the business.

Anti-competitive practices

Anticompetitive practices refer to a wide range of business practices in which a firm or group of firms may engage in order to restrict inter-firm competition to maintain or increase their relative market position and profits without necessarily providing goods and services at a lower cost or of higher quality.

These can include:

- Dumping, where a company sells a product in a competitive market at a loss. Though the company loses money for each sale, the company hopes to force other competitors out of the market, after which the company would be free to raise prices for a greater profit.
- Exclusive dealing, where a retailer or wholesaler is obliged by contract to only purchase from the contracted supplier.



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- Price fixing, where companies collude to set prices, effectively dismantling the free market.
- Refusal to deal, e.g., two companies agree not to use a certain vendor
- Dividing territories, an agreement by two companies to stay out of each other's way and reduce competition in the agreed-upon territories.
- Limit Pricing, where the price is set by a monopolist at a level intended to discourage entry into a market.
- Tying, where products that aren't naturally related must be purchased together.
- Resale price maintenance, where resellers are not allowed to set prices independently

Marketing Press will not restrict inter-firm competition and expect from its business partners same policy.

Marketing Press want to create attractive, safe, and healthy working atmosphere for his employees her responsibility.

Career possibilities

Each employee has the right to develop. Marketing Press may – by request – draw up a career development plan for her employees.

Freedom of association

Employees are entitled to associate and to negotiate collectively. They are also allowed to join a labour union in accordance with the ILO conventions 87,98 and 135.

The above also means that Marketing Press only want to do business with partners who endorse this.

Remuneration

Marketing Press ensure that wages and benefits are rendered in full compliance with applicable laws, regulations and binding industry standards.

All employees of our company receive salary for the carried out activities. The salary is in accordance with the market, complies with the legal requirements and is periodically tested externally.

Illegal or illicit withholdings on salaries and wages are not permitted.

The above also means that we only want to do business with partners who endorse this, in accordance with the ILO conventions 26 and 131.

Working conditions at suppliers



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All suppliers sign the purchasing conditions. With these they promise to comply will all legislation concerning the working conditions of their employees.

Marketing Press will ensure that all suppliers if need will be tested concerning the working conditions.

Deductions

Marketing Press comply with any legally required deductions on wage and/or benefits, such as related to tax, social security or pensions, and shall transmit those deductions to the beneficiary entity or person in a timely and proper manner.

Training possibilities

Marketing Press appreciates employees increasing their professional knowledge and/or ability through study. In order to stimulate this, in principle a compensation is provided within the framework of this study costs compensation scheme, for every study which is sufficiently in the company's interest.

Discrimination

Our employees are selected on the basis of objective and non-discriminating criteria. Not any intimidation or discrimination, e.g. because of race, skin colour, gender or religion, will be permitted. The above also means that we will only do business with partners who endorse this.

Intimidation and harassment

Forms of intimidation and harassment are intolerable. Managers must be attentive to possible cases of intimidation or harassment and must report such a situation immediately to the management and end this situation as soon as possible.

*Marketing Press provides employees capital equipment and information.
We expect them to use these properly.*

Computer abuse, internet and e-mail

A properly functioning computer technology and infrastructure is of crucial importance for our business success. Therefore, every employee who makes use of a computer, as well as the network, has the task to use these facilities in a responsible fashion for the purpose for which they are meant. Employees must ensure that the company is not exposed to legal or reputational risk. Company logos, photographs, images, video recordings, employees who wear uniforms,



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business offices, corporate buildings or facilities may not be used, unless the company approves it. Personal (non business) use must be reasonable and be kept to a minimum.

Prohibition on child labour

Child labour refers to the sort of work, and its intensity, which hinders with their access to education, damages their physical and/or psychological health and their development within their family, and robs them of their childhood or their self respect.

Child labour is forbidden, as has been indicated in the UN conventions and/or nationally applicable laws and rules. Marketing Press forbids any form of child labour. The above also means that we only want to do business with partners who endorse this.

Marketing Press shall not employ any person who is younger than the age of fifteen (15) or the applicable minimum employment age or mandatory schooling age, whichever is higher. HR department shall maintain a copy of an official record that verifies the employee's date of birth.

Marketing Press check the identity and age of persons with whom it enters into a contract for employment or for services in compliance with applicable laws and regulations.

Prohibition on forced labour

All forms of forced labour are forbidden. The same goes for labour by prisoners, whereby the fundamental human rights are violated. Marketing Press will only employ people who choose to do the work voluntarily. Marketing Press will under no circumstance make use of forced labour. We only want to do business with partners who endorse this.

Protection of indigenous people and minorities' rights

Marketing Press support Declaration on the Rights of Indigenous Peoples prepared by the General Assembly of United Nations and support minority and indigenous peoples' rights worldwide working only with partners who endorse this.

Smoking, drugs and alcohol consumption

Marketing Press maintains a non-smoking policy. Only in the designated smoking area and in the employees' own time, are they permitted to smoke. We expect our employees to always behave properly. Usage of alcohol and drugs immediately before or during working hours, is strictly forbidden.





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Disciplinary Practices

Marketing Press is not engaged in and not support the use of corporal punishment, or mental or physical coercion. Marketing Press ensure that wage and benefits are not withheld for disciplinary purposes.

We only want to do business with partners who endorse this.

Safety at work

Marketing press will do everything possible for all employees to prevent accidents and injuries at work.

Health at work

For the advancement of the employees' health, Marketing Press sees it as his duty to provide good ventilation and lighting, clean toilets and sufficient access to drinking water. In addition, furniture tested by the Health and Safety Executive will be made available to the employees.

Medical file employee

A handicap or chronic sickness is no reason to end the employment contract with an employee. Under all circumstances employees must be enabled to remain employed, in as far as they are able to meet the requirements of available and suitable work. It is not allowed to ask applicants or employees about their personal medical data other than data which are necessary for determining whether they are suitable for the job. All personal medical data will be treated as confidential.

First aid

We do everything to prevent accidents. However, one can never exclude them. Marketing Press offers sufficient medical facilities and access to first aid necessities.

Marketing Press protects the environment by ensuring that it is not harmed, or as little as possible, by her activities

Energy saving



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Marketing Press strives for continuous energy saving. We have taken measures which minimize the energy usage, like amongst others the usage of a sustainable energy supplier; top cooling with ground water and heat return venting; sensor lighting with tube system and high frequency lighting; low-energy light bulbs; time switches; temperature policy; solar panels; 100% insulation and double glazing.

Waste control

Marketing Press will make a contribution towards driving back the amount of packaging and separating the industrial waste. To this end we have already taken several measures, such as:

- providing facilities to separate waste and collecting it separately;
- making use of bulk instead of individual packaging where possible;
- reuse of packaging;
- driving back the number of prints per year;
- double sided printing and copying;
- pointing out to our customers to only print e-mails if this is really necessary;

Water use

We find it important to keep the water usage within our company as low as possible. In order to realise this, Marketing Press has amongst other things a flush stop on all toilets in the building.

Fire prevention

Providing a safe working environment is our responsibility. Nevertheless, accidents may happen. For the protection of our employees in case of fire, several smoke alarms and sprinkler installations have been installed in the building. Moreover, there are fire extinguishers, alarm bells and fire hose reels. In addition, the building has several emergency exits, which have been indicated clearly, and also there is a fire emergency plan.

Environmentally friendly products

In order to spare the environment as much as possible, Marketing Press favours the use of environmentally friendly products. Amongst other things, we only make use of cleaning agents without bleach, refillable bottles and environmentally friendly toilet paper. In addition, all our catalogues and leaflets are also available digitally or on environmentally friendly paper.



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Product safety

Marketing Press's policy is to comply with all laws and rules, applicable to product safety. Amongst these are at any rate, the following laws and rules:

1. Azo

Azo are dyes, which through direct contact with the skin, can be harmful to the general health.

Therefore, in the 'Warenwetbesluit Azo kleurstoffen 1998' (~'Commodities Act Azo dyes 1998'), it has been stipulated, that it is forbidden to process Azo dyes in textile and leather products, unless they are present as pigment.

2. Cadmium

Cadmium is a metal which is primarily mined as by-product from zinc ore. Just like lead and zinc, it belongs to the group heavy metals, which already in small quantities can be harmful to the environment and people's health.

The Cadmium decree 1999 forbids the use of cadmium as pigment, dye, stabiliser and surface layer. Furthermore, the decree forbids the production, import, trading and keeping stock of among other things products, in which pigment, dye or stabiliser has been used, and of which the cadmium content is higher than 100 milligrams per kilo, and of products with a cadmium containing surface layer, in which a substance or paint has been used with a cadmium content of more than 100 milligrams per kilo.

3. CE certification

The CE marking indicates that the product meets the applicable rules within the European Economic Area. Here CE means 'Conformité Européenne' (=European Conformity), which actually means that it is in accordance with the European rules.

The CE marking is a legally obligatory indication on products which fall under one of the "New Approach" guidelines. They are for example electrical devices, machines, toys, elevators, measuring instruments (water, gas and electricity meters, scales etc.) and personal protective means (safety helmets, signalisation clothing and the like)[2]. By affixing the CE marking, the producer or importer indicates that he has drawn up a conformity declaration for the product concerned. In this conformity declaration the producer or importer is obliged to indicate that the product meets all applicable European guidelines. Besides, the producer or importer commits himself to be liable for his product.

4. EN 471



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EN471 is a norm which determines the requirements, which are made concerning protective clothing with the aim to visually indicate the presence of the wearer, both in daylight, and with lighting by cars' headlights. These requirements concern the materials used, the design, their colour and their reflection grade.

5. EN 71

EN71 contains detailed safety instructions for toys (sets). For example requirements have been made concerning the mechanical and physical qualities, the flammability, the migration of certain elements and the protection of children under three years of age.

6. REACH

Reach stands for 'Registration, evaluation, authorization and restriction of chemicals' and is an ordinance which replaces more than sixty existing ordinances and guidelines. Each product which has been made by means of chemicals, or which contains some chemicals, is part of Reach

The essence of Reach is that in principle, of all substances a company produces, processes or passes on to customers, it must know the risks, and name measures to control these risks. As a consequence importers (the ones who first bring an article/product on the European market), must be informed about all individual substances in the products and indicate some of them in reaching the 1% of the total weight per product, and when importing more than 1000 kilos.

7. RoHS

RoHS stands for 'Restriction of Hazardous Substances' and is a guideline for limiting the application of certain hazardous substances in electrical and electronic equipment. The EU Guideline imposes restraints on the usage of 6 hazardous substances in the production of such equipment.

8. WEEE

WEEE stands for 'Waste from Electrical and Electronic Equipment' and is a regulation concerning collection, processing, recycling and removal of electrical and electronic equipment. The producer must produce the article in such a way, that the environment is suffering the least amount of damage.

On every electrical and/or electronic device the production date must be traceable.

Besides, the wheely must also be visible.

Marketing Press has the ambition to only do business with suppliers, who comply with the applicable laws and rules.

Transport

Marketing Press considers it his duty to drive back the impact on the environment as a consequence of transport. We stimulate bicycle use among our employees by offering them a bicycle scheme. Moreover, public transport is promoted.



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In addition, our employees will only be allowed to choose a company car with the A/B energy label. Marketing Press use also cars with antipollution filters.

Marketing Press chooses preferably transport partners who also take responsibility concerning the environment.



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