



Maxivit Sustainability Policy

October 1, 2007



We as humans stand at the eleventh hour. It is our final hour and time is almost running out to save our natural wonders. Our most precious resource is faltering under the weight of industrialisation, and unsustainable economic growth and production. The question of the environment is no longer just a political question; it has moved beyond this to become the greatest moral dilemma of our time. We all must take responsibility.

As the decision makers of our time, we are given the unique opportunity of making a difference by taking the stand to climb to the moral high ground. It is nothing more than a simple yes or no question and it is us that will make that choice – it is our final hour and potentially our greatest.

A handwritten signature in black ink, appearing to read 'Christian Ahlberg', written in a cursive style.

Christian Ahlberg, CEO, Maxibit Worldwide AB

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Maxibit's Environmental Achievements

- Optimize the customer experience and perception through high quality, flexible display that together reduce disposable waste
- Leaders in environmentally designed portable premium brand stands that offer efficiency, innovation and responsible material selection
- User centric innovations that always reduce the environmental impact of display systems
- Environmental sustainability in regards to product design, packaging and transportation

Environmental Development Goals (EDG)

- Reduce the waste generated in the production and disposal of our products
- Reduce the amount of plastics used in the production of our products
- Reduce the impact from the transportation of our products
- Develop clear and concise environmental guidelines and auditing processes for our Manufacturers

Maxibit's Environmental Development Policy

For a sustainable environment, the 'greener' choice must be made by both the consumer and the producer. For the conscious consumer, this means choosing not to purchase such things as plastics and products that use harmful chemicals. We all must choose recyclable goods when ever we can.

For Maxibit, the supplier, it is our job to supply the market with products that meet the demands of the environmentally conscious. It might not always be the most economical solution but at the end of the day it is the most moral.

MAXIBIT'S ENVIRONMENT POLICY IS BASED ON THREE SIMPLE PHILOSOPHIES

- Reduce
- Reuse
- Recycle

These three ideas play a big part in helping Maxibit set goals and achieve tangible results for the future. For the consumer, knowing that Maxibit works in this way will always help them purchase 'the greener display'.

Creating an eco-friendly company is no more about past performances than it is development. Maxibit's environmental policy sets out key development goals, EDGs, that allow it to remain at the forefront and to continue providing environmentally responsible solutions now and in the future.

Why do we do it?

The first ever Maxibit display found a niche. In a time when displays were permanent and disposable, the Maxibit Original 8 offered a new mode of exhibition that was re-usable and environmentally friendly.

For a long time, the idea of sustainable development and social responsibility has been at the forefront of the Swedish mentality. The abundance of nature and large variations between the seasons means that the topic of conversation will always follow the environment. What's happening outside and the variation between the years, such as amount of snow or the temperature, is always noted.

With such an emphasis on the environment, Maxibit has always strived for the preservation of the natural environment. The desire to preserve our natural resources and create sustainable living lies behind all Maxibit's core values.

By making products that are high quality and reusable, Maxibit can stop unnecessary waste. Likewise, creating products that are easily recycled, both in regards to its disposability and the energy used to recycle it, Maxibit can reduce the impact caused by the necessary disposal of products.

Today's Achievements

RESPONSIBLE DESIGN

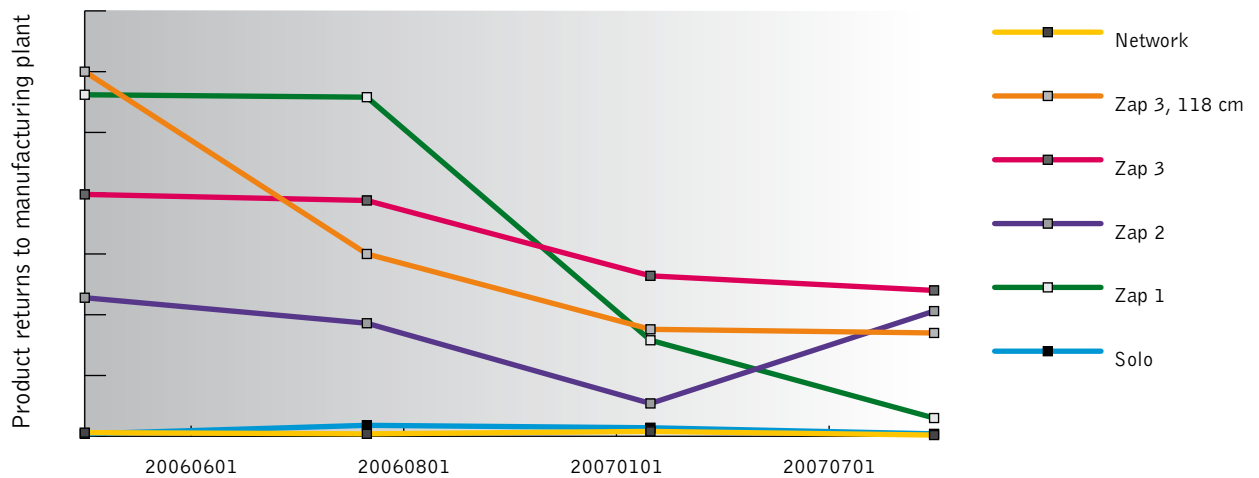
From initial conceptualisation and design, Maxibit can make a difference. This is a process that goes beyond any one issue.

HIGH QUALITY

Maxibit's attention to quality primarily focuses on the production of each display. A display that lasts longer will decrease the number of disposable products on the market, therefore reducing waste.

Maxibit has a very strict quality control system to ensure customer satisfaction. To measure the success of our production facilities, Maxibit looks at the number of displays returned to the manufacturing plant from the Maxibit warehouse. The less returns the higher the quality and the better this is for the environment. The manufacturing plant recycle all the aluminium that is returned. In the diagram below you can see the return rate for some of Maxibit's most popular products. There are virtually no return problems with Network and Solo. The return rate on Network is 0.57 percent and on Solo as low as 0.44 percent.

The faulty products are sent back to the manufacturing plant on a quarterly basis to save on emissions from unnecessary transportations.



Source: Maxibit purchasing department

REPETITIVE USE

Repetitive use of a Maxibit system is created two ways. Firstly the system is designed to be durable and strong. This means the system can be used over and over again whilst still maintaining a professional and crisp look.

Secondly, each system is designed to be flexible and adaptable to an ever changing environment. This means that when your display needs change, you will not have to purchase new systems and create necessary waste. Most Maxibit products can be changed in either shape or size, and graphical content, so that you can use them beyond any one event

PRODUCT ATTRIBUTES				EVENTS		
	Reusable graphics	Exchangable graphics	Modular	Small	Medium	Large
Solo	•	•	•	•	•	•
Zap	•	•		•	•	•
Gallery	•	•		•	•	•
Scene	•	•	•	•	•	•
Satellite	•	•	•	•	•	•
Network	•	•	•	•	•	•
Stage	•	•	•	•	•	•
Original 8	•	•	•	•	•	•
Icon	•	•	•	•	•	•

Source: Maxibit Research and Development department

MATERIAL SELECTION

Sustainable material selection covers both the display stand and its packaging. For Maxibit, choosing the right materials for effective design is a must.

Maxibit chooses aluminium for 90 percent of its production. Further more, choosing to anodise this aluminium, instead of using powder coated aluminium, like a number of Maxibit's competitors, means that Maxibit's aluminium is more efficient to recycle. When you recycle powder coated aluminium, the powder coat burns off into toxic fumes, and is also worth less money than bare or anodised aluminium. Bare or anodised aluminium is 100 percent recyclable.

Aluminium Facts

90 percent of all Maxibit displays are made from anodised aluminium. This material is Maxibit's material of choice when producing displays because of its low impact on the environment when recycled – recycling one tonne of aluminium takes only 700 KWH. While aluminium is an industry standard, Maxibit's decision to anodise, rather than using the powder the coating methods common to our competitors, means that our systems can be recycled more efficiently. This can be 95 percent more efficient. Recycling a Maxibit display is as simple as placing it in a recycling furnace.

Source: www.wikipedia.org and [Rusal \(www.rusal.com\)](http://www.rusal.com), *Sustainable development*, 4 Nov. 2007)

PLASTICS

Plastics and other similar material are used only when needed on a Maxibit display. The Maxibit designers have developed a strict policy and try to use as little plastic as possible. This can be seen on products such as Network, Zap and Solo, all of which push the boundaries and create new levels of innovation in regards to plastic free design.

PRODUCT	PERCENTAGE PLASTICS
Solo 3 (82 cm)	3%
Zap 3 (88 cm)	3%
Network 3x3	1%
Stage 3x2	4%

Source: Maxibit Research and Development department

TRANSPORTATION AND PRODUCT PACKAGING

The packaging of a Maxibit display is very important. The packaging is generally the most discarded aspect of a Maxibit display. Here it is important that environmental standards be followed and ideas on environmental sustainability set the agenda – a constant review of the materials used and research into future, friendlier materials, is the key.

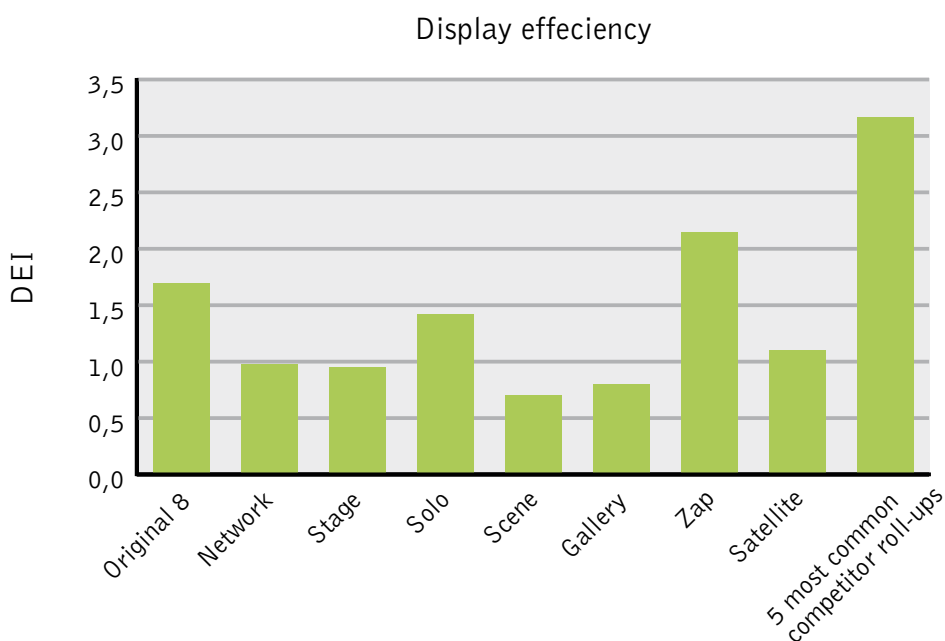
Maxibit is currently working with various organisations to reduce the impacts of its packaging on the environment. Together with cardboard manufacturers and box suppliers, Maxibit is working toward more compact and more environmentally friendly packaging solutions.

The material used in the transportation of Maxibit products must also be considered. Using materials such as plastics and polycarbonates for bags and transport cases must be phased out in favour of natural fibre solutions.

MATERIAL EFFICIENCY

Material efficiency ensures that the resources used to produce a Maxibit display are put to good use. Having a heavy display that has very little graphical area is both a loss of potential display efficiency and a waste.

Maxibit tries to ensure all materials used in the production of its displays are put to good and efficient use. As an indication, Maxibit have developed an Display Efficiency Index (DEI) that measure the efficiency of the material used in a display. It is a simple index that measure relationship between weight and graphical area. A lower ratio means a more efficient system in regards to its potential to display information. Maxibit has been constantly working to reduce this index on all its displays and to make sure future developments are just as efficient as their predecessors.



Source: Maxibit Research and Development department

RESPONSIBLE PRODUCTION

Maxibit's environmental policy goes well beyond sensible and responsible product design. Ensuring that display systems are produced under environmentally friendly circumstances underpins and ensures Maxibit's responsible environmental policy and sustainable, greener event marketing.

Maxibit is working with its production facilities to gain ISO 14001 certification. ISO 14001 is an international standard that deals with environmental protection management systems and processes. Certification covers the following areas and means that we:

- implement, maintain and improve an environmental management system
- assure itself of its conformance with its own stated environmental policy (those policy commitments of course must be made)
- demonstrate conformance
- ensure compliance with environmental laws and regulations
- seek certification of its environmental management system by an external third party organization
- make a self-determination of conformance

RESPONSIBLE TRANSPORTATION

When ever possible Maxibit ships all products via boat – a much greener alternative than air freights.

To ensure that Maxibit's environmental policy is not jeopardised by third party inputs, Maxibit's works closely with all those involved in the design, production and transportation process. Over the past years Maxibit has strengthened it ties with the transport supplier UPS to create a greener display.

UPS is one of the world's largest freight providers and is the owner of the world's ninth largest airline. As part of it Fleet Philosophy, UPS pledges:

UPS is an active participant in advancing and developing future generations of delivery vehicles that reduce dependence on fossil fuels, significantly reduce fuel consumption and create vehicle to bridge to the hydrogen economy.

To achieve this UPS does the following:

- Integration of intermodal ground and air transport
- Purchasing of fuel and noise efficient aircraft and refitting of old aircraft
- Efficient package tracking and navigation/routing technologies
- Phased Implementation of electric, hydrogen, hybrid and liquefied natural gas vehicles
- Retirement of inefficient and higher emission vehicles
- Efficient use of current fossil fuels and implementation of greener fuels
- Transparent reporting if performance indicators in regards to environmental impacts

Like Maxibit, UPS works with many other organisations to ensure a greener environment. By working with Smartway and their strategies, UPS has been able to reduce CO2 emissions 40 percent. To read more about UPS environmental work visit their website www.sustainability.ups.com/environmental/main.html.

Maxibit uses UPS as it preferred supplier of freight, both from the manufacturer and when delivering to its customers.

OFFICE MANAGEMENT SYSTEMS

Every little bit helps! We hear it so often and sometime the impact of this statement is lost through its repetitiveness. At the Maxibit head office concrete office policies ensure that every little bit is being done to ensure an environmentally sustainable future.

This is being done through:

- Installing processes to work towards the paperless office
- Steering towards electronic marketing rather that printing campaigns, newsletters and updates.
- Staff training in regards to environmentally friendly procedures
- Proper and responsible recycling of paper, cardboard, glass, plastics and cans
- Efficient energy use, such as ensuring all lights and computers are turned off at the end of the day
- Environmentally conscious purchasing of office equipment and stationary
- Electronic distribution, via the FTP or the web, of files and digital content instead of using CD/DVDs and post
- Auditing processes to review the effectiveness, develop and improve and ensure breaches are amended

Maxibit Supplier Code of Conduct

The Code of Conduct includes requirements concerning

- Respect the rights of all workers
- Providing a safe and healthy work place
- Follow the local law in every aspect
- Minimizing the impact on the environment

WORKERS

1. Safe and comfortable working environment
2. Child labour is not tolerated
3. Fair wages, paid overtime and regulated work hours
4. Freedom of association

SAFE AND COMFORTABLE WORKING ENVIRONMENT

Fire safety such as fire extinguishers, unlocked emergency exits and fire alarms must be in place. The workplace must also be free of harassment, abuse and corporal punishment. The factories must have working ventilation or a fan system to control the climate. The workplace should also be clean and in good condition, with all necessary sanitation facilities.

CHILD LABOUR IS NOT TOLERATED

Maxibit does not tolerate child labour and requires all their suppliers to thoroughly check the ID documentation of every worker employed.

FAIR WAGES, PAID OVERTIME AND REGULATED WORK HOURS

The employees must be paid, as a base-rate, the minimum wage or the prevailing industry standard, whichever is higher. All overtime worked by the employee must be fully compensated according to local law. All employees should have set work hours. Any time above this should be paid as overtime.

FREEDOM OF ASSOCIATION

Maxibit do not tolerate any discrimination or punishment on the grounds of union or any other organised group activity.

ENVIRONMENTAL REQUIREMENTS FOR SUPPLIERS

1. Waste reduction and recycling
2. Creating products according to Maxibit environmental standards

WASTE REDUCTION AND RECYCLING

Maxibit requires all suppliers to continually work to reduce waste from production. Disposal methods must be documented and audited on a regular basis and the recycling of all products must conform to industry standards.

CREATING PRODUCTS ACCORDING TO MAXIBIT ENVIRONMENTAL STANDARDS

Products must be produced in accordance to the specifications issued by Maxibit. The standards used by the supplier must be continually monitored so that they continually conform to Maxibit's stringent environmental policy.

Environmental and humanitarian aid work

Maxibit is working with the World Wildlife Fund for Nature (WWF) a global environmental conservations organisation and SOS Children's Villages' as corporate sponsors.

WWF

World Wildlife Fund for Nature works to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption

Source: www.wwf.se/show.php?id=1020530

Maxibit is a friendship company to the World Wildlife Fund for Nature.

SOS CHILDREN'S VILLAGES

SOS Children's Villages is the worlds largest organisation for abandoned and orphaned children. The organisation gives them a home, a family and an education. SOS Children's Villages is an independent, non-governmental and social development organisation, which has been active in the field of children's needs, concerns and rights since 1949.

Source: www.sos-childrensvillages.org/

Maxibit is a corporate sponsor for the village Dhassa-Zoumé in Benin, Africa.

MAXIBIT ONE PERCENT BACK PROGRAMME

As of January 2008, Maxibit will start the Maxibit One Percent Back Programme. In this programme Maxibit commits to give one percent of its net profit every year to non-profit organisations for their environmental and humanitarian aid work.

MEMBER REPA

Maxibit is a member of REPA. REPA:s role is to provide all companies with access to the nationwide recycling system for packing materials, which is designed to simply and efficiently meet producer obligations. Read more about REPA on their web site <http://www.repa.se>.

UNITED NATIONS GLOBAL COMPACT

Maxibit is part of the UN Global Compact framework of business that are committed to responsible business behavior and actions. Global Compact's ten principles regarding human rights, labour standards, environment and anti-corruption are paralleled by Maxibit's own core values. These principles stress the need for a greater sense of corporate social responsibility in today's more liberalised and free market environment.

UN Global Compact's Ten Guiding Principles:

Human Rights

- Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and
- Principle 2: make sure that they are not complicit in human rights abuses

Labour Standards

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- Principle 4: the elimination of all forms of forced and compulsory labour;
- Principle 5: the effective abolition of child labour; and
- Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

- Principle 7: Businesses should support a precautionary approach to environmental challenges;
- Principle 8: undertake initiatives to promote greater environmental responsibility; and
- Principle 9: encourage the development and diffusion of environmentally friendly technologies

Anti-Corruption

- Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Source: <http://www.globalcompact.com/AboutTheGC/TheTenPrinciples/index.html>

CONTACT INFORMATION

For Maxibit the environmental and humanitarian aid work is an ongoing process and we welcome tips and ideas on how to improve this work. Please contact us if you would like to share your thoughts in this matter.

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Goals

In an attempt to reduce, reuse and recycle, Maxibit has developed a number of clear goals that strive towards maintaining Maxibit's position as the greener display. For each goal Maxibit has developed indicators and acceptable standards to minimise the environmental impact.

COMPANY GOALS

Maxibit has developed a number of goals that allow Maxibit to strive towards the best in environmentally friendly display systems. These goals are to be the driving force of Maxibit's future product management and development.

- Reduce the waste generated from the disposal of our products
- Reduce the amount of plastics used in the production of our products
- Reduce the impact from the transportation of our products
- Develop clear and concise environmental guidelines and auditing processes for the Maxibit Manufacturers

WASTE

Minimising waste is done through:

- Increasing the high quality of Maxibit systems to new and higher levels in quality
- Increasing the flexibility and cross-modal usage of each system
- Increasing the efficiency of Maxibit systems through minimisation of their respective DEI (Display Efficiency Index)

PLASTICS

We can decrease the amount of plastics used in Maxibit systems through:

- Introducing more stringent material selection criteria
- Performing a review of all current product
- Improving the materials used in current product ranges
- Researching and using environmentally friendly alternative to plastic or using a more environmentally friendly plastic

TRANSPORTATION

Maxibit can reduce the impact of the transportation of Maxibit products by:

- Decreasing the number of shipments made
- Increasing the volume per shipment of all shipments made
- Performing periodical reviews of transport suppliers
- Give preference to environmentally safer forms of transport

GUIDELINES AND AUDITING PROCESSES FOR MAXIBIT MANUFACTURERS

We can ensure the safe production of our products by:

- Educating Maxibit manufactures in regards to international standards
- Setting out demands that manufacturers work towards receiving various environmental certifications
- Working with various organisations and associations devoting to providing safe and clean production

