

Grapefruit Graphics is a sport branding company that provides a complete branding service specialising in sport branding from initial consultation & in-house design, right the way through to realisation of the final product and a full de-branding service.

Our service is underpinned by the following values:

- To provide a professional service
- To provide a friendly environment for employees, customers and suppliers
- To encourage efficiency in all aspects of our operation
- To maintain a skilled and motivated team
- To encourage and pursue creativity in all aspects of our branding design and products
- To listen and understand our customer's needs and requirements
- To operate in a responsible manner that is guided by our sustainable development principles

We recognise that our operations have an effect on the local, regional and global environment and we believe in operating in such a way to contribute to sustainable development. Where, sustainable development is an enduring, balanced approach to economic activity, environmental responsibility and social progress.

We believe in striving towards the following sustainability principles throughout all our activities:

- Zero Carbon
- Sustainable transport
- Local and sustainable food
- Natural habitats and wildlife
- Equity and fair trade
- Zero waste
- Local and sustainable materials
- Sustainable water
- Cultural and heritage
- Health and happiness

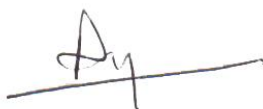
We are committed to promoting sustainable development principles throughout our operation and believe in leading the way in terms of our products and service as well as in the field of sustainable development. We are continually seeking ways to improve our service and products and the manner in which we operate.

We have identified our most significant sustainability issues as being waste production, health and safety risks and customer service.

We will communicate our sustainability policy to our customers and suppliers and all interested parties and encourage them to follow our example. We will actively work with suppliers who are also working towards contributing to sustainable development.

Grapefruit Graphics is committed to ensuring its compliance with all applicable legislation and regulations, and adopting voluntary codes of best practice.

Implementation of this sustainability policy is the responsibility of all Grapefruit Graphics staff members.



Signed Andy Yeomans, Director  
December 2010

Reviewed October 2011