

PRESS RELEASE

Abingdon, Oxfordshire, Monday, 30th March 2009



Creative Productivity sails through FSC and PEFC certification

Leading cartonboard packaging manufacturer, Creative Productivity Ltd, has furthered its commitment to the environment by becoming a Chain of Custody certificate holder for both FSC (www.fsc.org) and PEFC (www.pefc.org). “We have a responsibility to our customers to ensure they can communicate their commitment to the environment by carrying the FSC or PEFC logo on their packaging”, stated Ian Browning, Creative's Managing Director. “The book publishing, food packaging and pharmaceutical markets have long used the FSC and PEFC logos to demonstrate their responsible practices when using paper and cartonboard; and our own core markets of DVD Publishers, Games Publishers, Record Labels, Mobile Phone Vendors, and Promotional Companies are fast following suit, so we have a responsibility to meet their needs.” concluded Mr Browning. In addition to this, the company has already begun its dual accreditation process to achieve ISO9001:2008 Quality and ISO14001:2004 Environment certification by October 2009.

About FSC (www.fsc.org)

FSC is an independent, non-governmental, not for profit organization established to promote the responsible management of the world's forests.

About PEFC (www.pefc.org)

The PEFC Council (Programme for the Endorsement of Forest Certification schemes) is an independent, non-profit, non-governmental organisation, founded in 1999 which promotes sustainably managed forests through independent third party certification. The PEFC provides an assurance mechanism to purchasers of wood and paper products that they are promoting the sustainable management of forests.

About Creative Productivity Ltd (www.creativeproductivity.co.uk)

Creative Productivity Ltd supplies DVD Publishers, Games Publishers, Record Labels, Mobile Phone Vendors and Promotional Companies with their printed packaging requirements. The company handles the demands of these markets by having all stages of production in house, from CAD Design, through Litho Printing, Die-cutting, Carton-gluing, Contract packing & Shrink-wrapping, to storage & logistics. Creative is committed to quality and care for the environment, and the company continually investigates investment opportunities to ensure it maintains its position as a leader in its field.

For further information, please contact:

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The management system of

Creative Productivity Ltd

Unit 2 Coldwell Drive, Abingdon Business Park,
Abingdon, Oxfordshire, OX14 1AU, UK



has been assessed and certified as meeting the requirements of

Chain-of-Custody

The company was assessed against the following standards:

FSC-STD-40-004 (V2-0) FSC Standard for Chain of Custody Certification

For those products detailed below and derived from a

Well managed forest

Purchase of Paper, Printing, Outsourcing of Finishing and sale (Transfer system) of Printed Product.

This certificate is valid from 18 March 2009 until 17 March 2014
Issue 1. Certified since March 2009

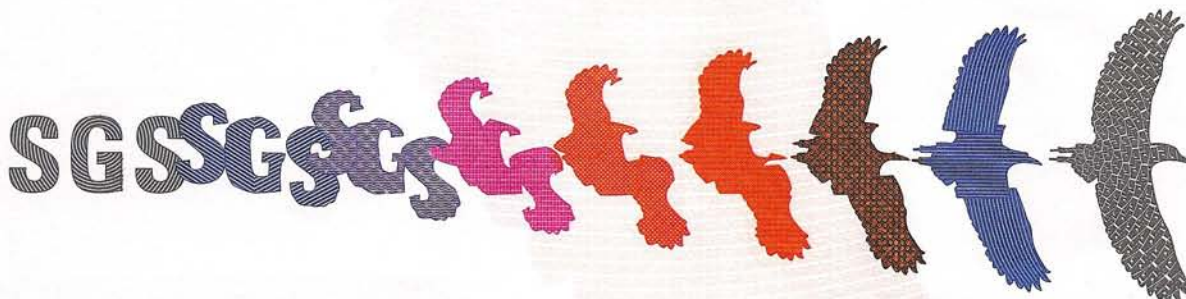
SGS Ref # GB09/77020
Authorised by

SGS South Africa (Pty) Ltd, Qualifor Programme
PO Box 82582 Southdale 2135, 58 Melvill Street Booyensens Johannesburg 2091 South Africa
t +27 (0) 11 681-2537 f +27 (0) 11 681-2543 www.sgs.com/qualifor

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accredited
FSC Trademark © 1996
Forest Stewardship Council A.C.
FSC-ACC-015





Chain of Custody of forest based products established at

Creative Productivity Ltd

Unit 2 Coldwell Drive, Abingdon Business Park,
Abingdon, Oxfordshire, OX14 1AU, UK

has been assessed and certified as meeting the requirements of

Programme for the Endorsement of Forest Certification Schemes (PEFC)/Chain of Custody

As required in the PEFC Technical Documents: Annex 4
Chain of Custody of Forest Based Products – Requirements dated 17 June 2005 (www.pefc.org)
for trading of paper and provides link between those products and
sustainably managed forest.

**The purchase of paper, printing, outsourcing of finishing and sale of
printed products using the physical separation method based on
Appendix 1, Annex 4, Section 2 (certified material) of the chain of
custody standard.**

This certificate is valid from 18 March 2009 until 17 March 2014
Issue 1. Certified since March 2009

SGS Ref # GB09/77021

Authorised by



PEFC / 01 - 4 - 12



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