

# Business Principles

in relation to suppliers

*partridge* **Peartree**

the promotional company

Partridge Peartree Promotions Ltd is a commercial enterprise and our primary role is to build long term supplier relationship by meeting consumers' preferences for high-quality promotional products.

Partridge Peartree also face increasing demands to be more transparent and to demonstrate high standards of conduct that might in the past have been taken on trust.

To help meet these challenges, and following a commitment Partridge Peartree have developed this Statement of Business Principles in consultation with our managers as well as our suppliers.

The Business Principles and Core Beliefs cover the key issues that we believe underpin Corporate Social Responsibility.

There are three Business Principles, Mutual Benefit, Responsible Product Stewardship and Good Company Conduct, each of which is supported by a number of Core Beliefs, which explain what we think the Principle means in more detail. Together, these form the basis on which we expect our businesses to be run in terms of responsibility.

Both the Business Principles and Core Beliefs and the way they have been developed are consistent with our Core Values which collectively express the culture of Partridge Peartree Promotions Ltd.

### Mutual Benefit

The principle of Mutual Benefit is the basis on which we build our relationships with our suppliers. We are primarily in business to build long term relationship value and we believe the best way to do this is to seek to understand and take account of the needs of all our customer and suppliers.

### Core Beliefs

- We believe in creating long term supplier value
- We believe in engaging constructively with our suppliers

- We believe in creating inspiring working environments for our people
- We believe in adding value to the communities in which we operate
- We believe that suppliers and other business partners should have the opportunity to benefit from their relationship with us

### Responsible Product Stewardship

Within our Responsible Product Stewardship, our products and brands are developed, manufactured and marketed in a responsible manner.

### Good Company Conduct

The principle of Good Company Conduct is the basis on which our business should be managed. Business success brings with it an obligation for high standards of behaviour and integrity in everything we do and wherever we operate. These standards should not be compromised for the sake of results.

### Core Beliefs

- We believe our business should uphold high standards of behaviour and integrity
- We believe that universally recognised fundamental human rights should be respected
- We believe in achieving world class standards of environmental performance