

## MBNA – Bank of America

**MBNA Bank of America** provides a diversified range of banking and non-banking financial services and products domestically and internationally. It demands a single-minded commitment to customer satisfaction including the demand of customers for environmental corporate responsibility. Meeting these expectations requires excellent standards and a real determination to reduce the impact its business operations has on the environment.

A series of media inserts produced recently by **Williams Lea**, one of the UK's leading Facilities Management Companies, for MBNA were no exception. The brief was exacting, matching MBNA focussed approach to every issue regarding the production of the paper, they required a grade that was both FSC Certified and recycled but also printed and performed superbly. revive 50:50 Offset and revive 100 Offset, available exclusively from the Robert Horne Group, fitted these needs perfectly.

**David Dodd, Account Manager** for **Williams Lea** explained why the choice of both paper and supplier was critical to MBNA.

*"As a member of the **WWF UK Forest & Trade Network**, a WWF initiative to eliminate illegal logging and improve the management of valuable and threatened forests, MBNA take their commitment to responsible sourcing very seriously. They were not only looking for performance of the products but also exemplary environmental credential for both the product and the supplier too. The greening of the supply chain is increasing in focus, Robert Horne is at the forefront of providing greener paper products, they have also taken steps to ensure that their mills and the raw materials are derived from well managed forests that match up to their own high environmental standards. By using Robert Horne as a supplier MBNA are assured that they are achieving their corporate responsibility.*

*Dealing with the Environmental Manager at Robert Horne was paramount to Williams Lea and MBNA. He was able to advise and assist the process of appropriate paper selection and give detailed data for the products and their suppliers aiding purchasing decisions. The success of this project reinforces Williams Lea as a major FM company who is able to provide the necessary information our clients demand in partnership with like minded suppliers such as Robert Horne."*