

JBS DIRECT ACHIEVES NEW QUALITY AWARD FOR MAIL PRODUCTION SERVICES

JBS Direct Ltd has become one of a select group of EU mailing houses to gain the new Quality Standard for Mail Production (QMP) accreditation.

QMP has been developed by Royal Mail and the Direct Marketing Association (DMA) with assistance from the Incorporated Society of British Advertisers (ISBA) in response to an industry-wide programme of research and consultation. The aim of the scheme is to ensure the promotion and maintenance of high standards in direct mail production services. The scheme is managed by The British Accreditation Bureau (BAB).

QMP is for Mailing Houses based in the EU that 'enclose and dispatch' direct mail. The QMP scheme will help to raise standards across the industry and it is overseen by a new Advisory Council, consisting of representatives from the DMA, ISBA, Royal Mail and BAB. Royal Mail has funded the development of the QMP accreditation scheme and will continue to provide funding to ensure that the scheme is continually developed and promoted to meet the needs of the industry.

Andy Bourne, Managing Director, JBS Direct, commented, "We are delighted to have achieved the QMP standard and to be part of the drive to raise standards in the direct mail industry. As a result of the QMP assessment process, we are now even more focused on providing our clients with a high quality service".

The new QMP scheme includes a knowledge test for customer account managers and production personnel, as well as on-site verification visits and an annual survey of end users' satisfaction with Mailing Houses' performance.

QMP was launched in March 2001 with its flagship web site www.qmponline.co.uk containing the details of accredited Mailing Houses.

-ends-

March 2004

NOTES FOR EDITORS

JBS Direct Limited

JBS Direct boasts over 25 years of experience in Direct Mail and Fulfilment. Based in Farnborough, Hampshire JBS has established itself as an experienced and professional business partner for any organisation undertaking Direct Mail campaigns. JBS Direct has developed its portfolio of services which include: Data Processing, Laser Bureau and Inkjet services, Hand and Machine Enclosing, Brochure Fulfilment, Product Fulfilment, Call Centre and Response Handling plus Warehousing and Distribution – a one-stop shop for Direct Marketing support.

For more information please visit JBS Direct's web site at www.jbsdirect.com or call our sales team on: 01252 893780 or Email: info@jbsdirect.com

THE BRITISH ACCREDITATION BUREAU (BAB)

BAB is a leading Certification Body that specialises in the design and management of accreditation systems. It is the country's pre-eminent body for the accreditation of personnel. BAB also acts as an advisory body to public and private sector organisations, both nationally and internationally, on all matters relating to the accreditation of people, processes or schemes.

For more information please visit BAB's web site (www.british-accreditation.com) or call Samantha Hicks on 0870 606 2001. Email: samantha.hicks@british-accreditation.co.uk