



Ethics Guidelines 2007

Core Ethics Statement

Avant Card is committed to producing ethical advertising. Avant Card only produces and distributes advertising that is based on values and principles that are morally, socially and environmentally responsible.

Our primary aims are:

- to ensure the business of our clients is ethical.
- to avoid clients that, to our knowledge, unnecessarily harm people, animals or the environment.
- to distribute images and messages that are appropriate for our display venues' audiences.

The Avant Card team takes active steps to ensure the business of our clients agrees with our ethics and principles. This includes making enquiries with prospective clients about their ethical position and checking with 'watchdog' organisations about the ethics of prospective clients.

We apply rigorous guidelines to ensure that postcards containing appropriate messages and images are distributed to display stands across a variety of venues.

At Avant Card we practice what we preach. Our team complies with internal codes of conduct for ethically responsible work practices.

Avant Card

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