

**PRESS RELEASE**

**April 2011**



**Unicom achieves Carbon Trust Standard**

Photography available at [www.unicomimages.co.uk](http://www.unicomimages.co.uk)

Following independent assessment Unicom has been awarded the Carbon Trust Standard for its commitment to carbon reduction. Based on a rigorous, independent, assessment, the Carbon Trust Standard certifies that organisations have measured, managed and reduced their carbon emissions across their operations, and are committed to reducing further year-on-year.

Achieving the award for operations at its Manchester head office means out of the 1.5 million UK businesses Unicom has joined an elite number of just over 500 organisations who have not only met the stringent criteria required to attain certification but have committed to carbon reduction.

Chris Earle, Operations Director, explains "Unicom has pushed to minimise our carbon footprint. Since the introduction of email billing 44% of our customer base have chosen not to receive paper bills, saving 132,000 sheets of paper a month or 1.6 million sheets per annum. That's enough to stretch from London to Newcastle. This equates to saving nearly 200 trees per year!"

"In today's ever more environmentally conscious society, it is important to look at the way our business contributes towards reducing our carbon footprint. Not only does the standard demonstrate to customers and staff that we're serious about climate change, but also allows us to lead by example and encourage individuals to take action in reducing their own carbon emissions." concluded Earle.

Unicom has been able to reduce its carbon footprint from 0.93 tonnes of CO2 used per member of staff in 2008 to 0.78 tonnes of CO2 per member of staff in 2010, a reduction of 16%. The Carbon Trust Standard is the latest prestigious award Unicom achieved, having already been awarded the ISO 9001:2008, Customer Service Excellence, Customer First and Investors in People standards.

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## About Unicom



[www.switchingon.com](http://www.switchingon.com)

Unicom, a trading name of Universal Utilities LTD, is a telecommunications service provider specialising in the small business market. It currently provides telecom, broadband, mobile and website services to 90,000 small businesses throughout the UK. Unicom has an annual turnover of over £50m, and employs 500 people at its 10 regional offices situated around the UK.

Unicom has attracted its business customers by offering discounts of up to 60% off BT's prices, at the same time as keeping customers on the BT network. Unicom currently supplies in excess of 450 million minutes of call time to its customers each year. Unicom differentiates itself by offering a high standard of personal customer service, with no premium rate 0845 or 0870 numbers, no recorded messages or menus, and no overseas call centres. Unicom boasts one of the highest customer retention rates in the industry.

Unicom's mobile customers only pay for the calls and services they actually use, the package also offers one complete bill and one contact number for all telecoms services.

Unicom has a directory enquiry service, 118 777. Based on calls from a BT or Unicom telephone line, 118 777 is 35% cheaper than 118 118, and 53% cheaper than 118 500. Calls from other networks may vary.

Unicom was ranked 26th in the Sunday Times Profit Track 100 listings in April 2006, 89th in the Sunday Times Fast Track 100 index in December 2006 and 96th in the Sunday Times Profit Track 100 listings in April 2007. In September 2007 it achieved a ranking of 95th, and in September 2008 a ranking of 88th, in the Sunday Times Microsoft Tech Track 100 index.

In October 2009 Unicom became ISO 9001:2008 certified and in 2009 was also awarded the Customer Service Excellence, the Customer First and the Investors in People certification by independent assessors. In April 2011 Unicom was awarded the Carbon Trust Standard.

For the year ending April 2010, Universal Utilities plc, which trades as Unicom, reported pre-tax profits of £12.8m on a turnover of £50.5m (with profits up 13% and turnover up 14% from April 2009). Unicom expects profits to be in excess of £15m on a turnover of more than £55m for the current year.

Unicom is a patron company of The Outward Bound Trust.

For further information and photographs contact Mark via [press@switchingon.com](mailto:press@switchingon.com).