



## **Quality Policy Wilh. Willumsen A / S**

### **QUALITY COMES FIRST!**

Since quality is one of Wilh. Willumsen A / S, the company's core values in this area ranked as leader among Nordic Sales & Distributors of Plastic & Rubber Industry. This is achieved through customer focus based on management commitment and participation as well as a process culture.

### **CUSTOMER FOCUS**

Quality is a measure of our performance from the customer's point of view. The company's success in the market depends on the ability to:

- understand and meet customer needs
- exceed customer expectations

To reach the top, we must be better than our competitors. This in turn requires that we listen to our customers and based on their feedback planning independent and lasting improvements in our operations.

### **Leaders COMMITMENT**

All leaders must clearly demonstrate its commitment to quality by

- set clear goals, to go from words to action, we must be able to quantify, measure and deliver.
- develop the skills of all employees, giving employees the opportunity to achieve their goals and delegate authority and responsibility as far as possible.
- base actions on facts, on a holistic view of the business and with a long term perspective.

### **EMPLOYEE ENGAGEMENT**

All employees of Wilh. Willumsen A / S and even employees at suppliers, dealers:

- should be able to understand their own role and take responsibility for the quality of their work.
- must have a well-founded and consistent picture of the objectives to be achieved and the desired results.
- are expected to contribute actively, in partnership with others, to achieve the company's objectives.

### **PROCESS CULTURAL**

We shall identify, document and continuously improve our processes by:

- strive to achieve maximum customer value and flawless products and services.
- identify, work toward and monitor our performance against measurable process goals.
- compare ourselves with others and learn from the best in the market.

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