

# quality *policy*

ADCAL's overall mission is to achieve consistent profitable growth by serving existing customers and attracting new ones through speed and competence of its response and the excellence of its Product and Service Quality.

Adcal are committed to meeting all legislative and regulatory Requirements relating to our business.

We accept that all our staff affect the Quality of our Product and Service to the customer. Product Quality follows from strict adherence to our continually evolving and improving Quality System. Service Quality comes from listening to our customers' needs, expectations and experience. We must pay attention to the perceptions of our customers and strive to improve their experience in dealing with us.

The Senior Management Team are committed to continual improvement and communicate this message to all our staff through internal briefing, training and staff appraisal. Quality objectives are communicated and monitored to adhere to our mission. Staff are encouraged to contribute ideas and suggestions for improvement of our Quality Systems which support this policy.



2/3/17

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Managing Director