

# Quality policy

## Maxim

Quality makes the difference ... We delight our customers with fabulous products, superb quality and excellent service.

## Absolute customer orientation

The customer is always at the heart of everything we do. Our ultimate aims are: to achieve customer satisfaction and delight our customers for our products and for our company. This is the only way to develop and maintain long-term customer relations.



## Highest quality

By complying with the highest quality standards and avoiding errors we want to meet our customers' expectations. This applies to the products we supply and the services we render. A perfect product and perfect service are our declared aims.

## Continuous improvement

The further development and improvement of our products demand the permanent optimisation of our processes. We achieve this by training and qualifying our staff and using the implemented systems for improvement.



## Taking responsibility

The management is committed to aligning its actions to this quality policy, and also expects this of every member of staff, in every position and every area. With a positive management culture – based on partnerships and aimed at achieving solutions – our management staff fulfil their role model functions, motivate staff to be creative and act on their own responsibility, and encourage identification with the company.

Rödinghausen, 07.08.2017

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