

# Politica della Qualità

The management of **Beken Italia S.r.l.** is committed to implementing a quality policy that places the customer and the highest quality of its products and services at the center of its vision. Beken Italia aims to be a company that is attentive to its customers, operating with full respect for its employees and suppliers, innovating in terms of processes and environmental protection.

**The company's Quality Policy objectives are:**

- **To become an important support to the primary and secondary demands** faced by tanning companies
- **Ensuring a good reputation in the market**, increasing the customer portfolio, improving the turnover and profits, and aiming for territorial expansion.
- **Ensure stakeholder satisfaction**, in particular by aiming to achieve all budget targets, an increase in workplace quality, a steady reduction in the number of complaints and a high degree of customer satisfaction.
- **Managing the company** with awareness and **foresight of risks and opportunities**, continuously monitoring the company context, with a view to drastically reducing risk situations for the company structure and to better exploit the opportunities offered by the market.
- **Ensuring** efficient and effective **communication** with its customers as well as **compliance with** implicit and explicit **signed commitments**.
- **Customer care**, monitoring customer satisfaction on an ongoing basis, and handling complaints so as to minimize the future occurrence of such situations.
- **Respect for the environment and the territory**, in accordance with current environmental regulations.
- **Respect for safety in the workplace**, applying current regulations and targeted measures to prevent risk situations.

The achievement of these objectives, which are defined annually by the management and brought to the attention of all employees, is intended to create a company that is strongly focused on the values it proposes to its customers. In addition, Beken Italia S.r.l. aims to increase market effectiveness and make customer satisfaction the differentiating factor in a highly competitive market.

**The general manager**

*Arzignano (VI), 15<sup>th</sup> December 2019*

