

## Quality Policy

The **customers** and their needs are the **epicentre** of our corporate mission. They are entitled to receive consistently high quality, both in terms of our products and our services. Our intense customer focus and flexibility have been the keys to our success since the company was first founded. We want to offer our customers an exceptionally high degree of quality and service, as well as added value. It is these features which should ideally give us the edge when customers choose their suppliers. We put a lot of effort into **innovation and development** to ensure we're always one jump ahead of the competition. New technologies and products, as well as potential for process optimisation, must be immediately seized, integrated into business activities, and passed on to customers in the form of higher product/service quality. Our laboratories are equipped with state-of-the-art technology, which is always kept up to date through appropriate investments.

We strive to adapt our products perfectly to **customer needs through competent consultancy** and intensive customer contact. The company has previously proven that it is growing faster than the European printing ink market, and it intends to continue this in future with its customer-oriented strategy, predominantly in a fair but highly competitive environment. The notion here is that, the higher the quality of the item and service, the more satisfied and loyal the customer. We closely monitor our competitors and abide by all antitrust and competition laws.

We want to provide a wide range of **colours, quality and service** with a competitive cost structure to ensure the company can operate sustainably with strong profitability. Our aim is to achieve a streamlined, economical and flawless process. To do this, the executive board commits to comprehensively implementing a **LEAN management** scheme reflected in the attitudes and behaviour of every staff member.

It also commits to constantly improving the effectiveness of the entire **integrated management system. Quality, occupational health & safety, environmental, hygiene** and operational targets are established in the annual business plan, advised to staff, and regularly compared.