

WATERPROOF QUALITY POLICY

QUALITY IS THE KEY FACTOR!

Because quality is one of Waterproof Diving International AB's core values, the company should in this area be ranked as a leader among the world's diving suit manufacturers. It also means that we will deliver the right product, at the right time and at the right price in accordance with the company's image and our customers' needs and expectations. This is achieved with customer focus through the management's involvement, all employee's participation and a well-developed 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.
- Keep what we promise and not promise more than we can keep.
- Gladly and often exceed customer expectations.

To achieve this, we must be better than our competitors. This in turn requires that we listen to our customers, but also our employees and, based on their views, plan and implement continuous and lasting improvements.

THE LEADERS COMMITMENT

All managers must clearly show their commitment to quality by;

- Set clear, relevant and well-motivated quality goals.
- Be able to quantify, measure, change, follow up and constantly improve.
- Develop the skills of all employees in the quality area.
- Give employees the opportunity to achieve the company's and their own goals and to delegate responsibilities and powers as far as possible.
- Base measures on facts, on a holistic view of the business and always with a long-term perspective and to meet applicable requirements.
- Ensure quality management of the external processes of which the manufacturers are the most important, where a registered operation in China monitors.



EMPLOYEES COMMITMENTS

All employees within Waterproof but also employees at suppliers, distributors and retailers;

- Must be able to understand their own role as part of the whole picture and be able to take responsibility for and improve the quality within their work area.
- Must have a well-founded and consistent picture of the goals to be achieved and the desired results.
- Are expected to contribute actively, themselves and in cooperation with others, achieving the company's goals.

PROCESS CULTURE

We will map, document and continuously improve our processes by;

- Strive to achieve maximum customer value and error-free products and services while meeting all applicable requirements.
- Develop products and methods together with customers and suppliers.
- Determine, work towards and follow up our results against measurable process goals.
- Regularly visit and follow up our suppliers.
- Always compare ourselves with others, learn from the best and create better products ourselves.
- Develop the important processes so that we avoid the emergency measures as far as possible.

GOAL

To be constantly responsive and interested in improving both our quality, our quality management system and also our quality policy.

