



Quality Policy

AB Sunshine represents a company that is committed to the economic, social and ecologic interests of its customers. Within these points the greatest possible customer's satisfaction is the centre of all our operations. In order to guarantee this, our processes are based on the three pillars of flexibility, quality, and cost optimisation.

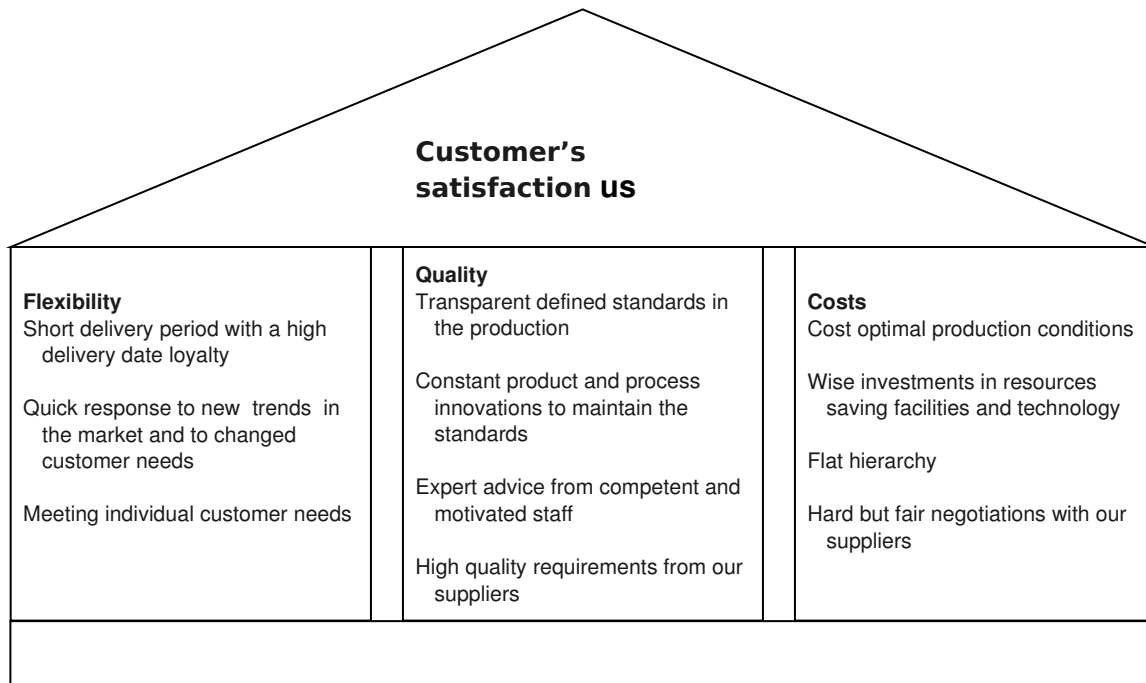


Fig.: Illustration of our three pillars for satisfied customers

The satisfaction of our customers is based on our over several decades gained experience, on our partnership co-operation, and on our excellent flexibility and quality while taking economic aspects into consideration.

From this our company goals, which are relevant for a continuous quality optimisation, can be defined:

- Increase of customer satisfaction
- Securing of flexibility
- Optimization of quality
- Decrease of costs
- Creating and securing of long-lasting advantages in competition
- Improvement of interface with suppliers
- Increase in staff satisfaction



Quality Policy

Quality guidelines

- 1) With our minds set on optimal customer satisfaction, we find out together with our customer what his demands are. We are interested in a constant and close customer contact, and always aim to maintain such in order to fulfill his needs with a quality that he rates as optimal. On a regular basis we do customer satisfaction analysis, and we also initiate suitable actions.
- 2) In order to reach a high product quality and a good delivery date loyalty, we aim for a very high transparency within our processes. We identify excursions from the mutually fixed standards, and analyze them in order to take correction measures rapidly if necessary. At the same time we pay extra attention to processes involving several departments as well as to the internal interfaces in order to guarantee a smooth workflow.
- 3) We constantly monitor and evaluate trends in our market. We consider not only the markets of our customers but also take the changes in the business areas of our suppliers into consideration. Furthermore we factor market developments from outside the industry into the report. We critically compare observed actions and developments with our own focus and adjust if necessary.
- 4) Our complete staff is being informed about our quality policy and quality goals on a regular basis. They are involved in the continuous improvement process of our quality management system, and they contribute to a steady quality optimization. The company management is the leading part of this process, and motivates the whole staff to participate in reaching the goal of satisfied customers through a continuous quality improvement.
- 5) The criteria we use to select our suppliers are based on agreed quality standards, economical conditions, and delivery date loyalty of the shipments. On a regular basis we carry out supplier assessments.