

# Quality Assurance Policy

Alert Marketing Ltd has nearly 30 years experience in marketing and sales promotion, providing personalised products to a diverse range of client companies. We are main distributors of many popular brands such as Parker, AT Cross, Fruit of the Loom, Charles Letts, Waterman, Kustom Kit, Callaway, Victorinox, Maglite, 3M, Praktica and others.

It is the stated quality policy of Alert Marketing Ltd to satisfy the requirements of our customers as a minimum, and seek to exceed them in every way that we can.

We are committed to a policy of Quality Assurance throughout the company's activities, ensuring that we deliver a professional service at all time and source / distribute products and materials that have been quality assured by our distributor partners. Doing this means we will earn client satisfaction by performing all functions, reliably and effectively, as specified.

Effectively, this also means:

- we find the solutions that best suit our client
- we meet and exceed our client's expectations in terms of both delivery and specification
- every project is thoroughly supervised
- we are open and honest about deadlines and costs
- our staff are trained to give a polite, efficient and friendly service
- we promote continuous improvement to refine and improve communication, control procedures and training to further improve our level of quality assurance.

The nature of our activities places particular emphasis and demands on the experience and expertise of the staff employed by us and our distributors. High levels of responsibility and reliability are associated with all aspects of our work and a commitment to continued professional development and training exists to ensure all staff engaged in the Alert Marketing business are suitably qualified and equipped to meet these requirements.

In addition the company operates Equal Opportunities, Health & Safety and Environmental policies throughout all its activities.

Signed: Sylvia Loggia Date: 8<sup>th</sup> August 2019

Sylvia Loggia  
Managing Director

Alert Marketing Ltd  
Last reviewed; 8<sup>th</sup> August 2019