

## QUALITY POLICY

### Vision Statement

To be the world's best water purification manufacturer. The best means, providing: Outstanding quality and value, Leading innovation and continuous improvement, 'Wow' customer service and the Largest range through authorised distributors.

### Mission Statement

At Puretec we're creating a powerful brand by manufacturing an extensive range of top-quality, innovative, water purification products. We try harder to exceed customers' expectations every time, providing solutions and ensuring a simple, consistent and easy customer experience.

Puretec builds lasting relationships through living our core values, and being equally committed to its customers, employees, suppliers, shareholders, the environment and the community. This is 'perfecting water'.

### Leadership Commitment

We are committed to operating and maintaining a documented quality management system designed to meet the requirements of ISO 9001:2015.

We have established quality objectives, aligned to the strategic direction of the business, to plan, implement and measure the effectiveness of the quality system and ensure our commitment towards continuous improvement of the quality management system.

To implement this policy we have focused on the context and strategic direction of the business with particular reference to consistently meeting our customers' requirements and our commitment to satisfy applicable requirements.

Leadership is committed to encouraging and promoting risk-based thinking among workers and stakeholders. The quality management system will provide mechanisms for detecting system shortfalls and for stimulating process improvements.

We will adopt procedures and disciplines to ensure that the system is effectively implemented by undertaking relevant skills training and conducting appropriate quality awareness training.

We are committed to complying with the requirements of ISO 9001:2015. This policy is communicated throughout the organisation, available to internal and external stakeholders and regularly reviewed for continued suitability.



**Russell Hornsey**

Director - Marketing & Operations

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