

## Quality Policy

Hambleside Merchandise Limited – supplies branded promotional merchandise, corporate gifts and printed clothing to businesses in the UK. Hambleside Merchandise helps businesses and institutions improve and maintain their customer relations and brand awareness through the strategic use of corporate merchandise. Supporting sales and marketing activities for many well know UK corporate brands delivering goods to worldwide destinations, Hambleside Merchandise are known for excellent customer service and premium customer satisfaction results.

The Directors and employees of Hambleside Merchandise have a personal commitment to understand, meet and, when possible, exceed our Customer's Requirements through the continuous improvement of our operations. We are dedicated to delivering defect-free products and services on-time and at the most competitive cost possible.

Hambleside's aim is to constantly review its commitment to quality practices, maintaining an effective Quality Assurance System complying with International Standard ISO 9001 (Quality systems) and seek continual improvement to satisfy applicable requirements and achieve its goals. Its approach is based upon the following principles:

### **Customer focus**

- To operate for the benefit for its customers
- Customers should be involved in helping to achieve standards, suggesting improvements, and commenting on how well overall Hambleside is doing in meeting their needs.
- The goal is to deliver a total quality of service which more than meets the requirements of its Customers

### **Continuous improvement**

- Hambleside will continually review how it operates, learning from experience and adopting change where change will deliver improvements.
- It is committed to evaluating its performance comparing itself with industry best practice and taking action to improve where required.

### **Working together**

- Hambleside appreciates that effective working between internal support services and those teams providing services externally are vital to delivering excellence to our customers.
- Excellence does not stop at the borders of a particular team, department or division. It relies on effective working together to the benefit of customers. This may include forging partnerships beyond its organisation, with suppliers, professional bodies and trade representatives.

### **Supporting and valuing our people**

- Hambleside appreciates that employees who are well supported are more satisfied in their work and provide a better service. Good support is an essential element of excellence
- Hambleside believes its employees help to improve the services it provides and its operations and are encouraged to do so.



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[www.hambleside-merchandise.co.uk](http://www.hambleside-merchandise.co.uk)

**Managing for quality**

- Quality of services is important to Hambleside operations and its Directors and Managers are personally involved in listening to interested parties to help improve operations. Employees must consider quality of products and services whilst carrying out their duties.

**Return for shareholders**

- To operate the business in a profitable manner, providing a reasonable return on investment for its shareholders

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Signed

*S. Munday*



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