

QUALITY POLICY

The cornerstone of our foundations is our commitment to Quality.



We are committed to the application of a Quality Management System that meets the requirements of ISO 9001. AkzoNobel Decorative Paints UK & Ireland is committed to the manufacture and supply of world class products and services. We operate a quality orientated, customer focused culture where quality is not just about the product. We believe in delivering quality in everything we do – every product, every process and every customer interaction, will be Finished with Brilliance. Our commitment to quality is about doing the right thing every time, continually improving and executing brilliantly in front of our customers, to ultimately deliver an unrivalled customer experience.

To support the delivery of our 5 STRATEGIC PILLARS we will prioritise:



QUALITY LEADERSHIP

To be the undisputed **Quality Leader** and to be no. 1 for quality in the eyes of our customers. We've always provided leadership in our market but staying ahead requires a relentless desire to improve. We'll create a quality led network through 'Quality Listening'. This means we will ensure a timely investigation, response and resolution, with a robust improvement plan to deliver 1st class quality every time.



ROUTES TO MARKET

With the customer at the heart of everything we do across our **Routes to Market** and engaging our key customers in mutually beneficial relationship, we will remain responsive to changing needs and enhancing the customer journey.



TRUSTED PARTNER

We will connect our physical and digital assets to develop simpler, compelling experiences that address today's pain points and opportunities, making us the **Trusted Partner**. By listening to our customers we will enrich our understanding of our customers' needs and priorities, so that we can proactively improve, and enhance the customer experience. Whilst always deepening customer loyalty.



OPERATIONAL EXCELLENCE

We will create an unrivalled customer experience through **Operational Excellence**. We will improve our business processes and data to drive simplification, effectiveness and efficiency. Embedding a customer experience mind-set to continuously improve what we do, every month, every week, every day. Operational Excellence will be supported by clear objectives and targets at all levels in the organisation by our Quality Management System and 'Voice of the Process' monitoring.



BRILLIANT PLACE TO WORK

Make AkzoNobel a Brilliant Place to Work means equipping, empowering and enabling our people to embed a high performance culture where we hold each other to account. We will keep developing our leaders and strive to retain our talented colleagues, increasing the diversity of our teams to continually improve our organisation. We will treat the physical and mental wellbeing of our people as a top priority, ensuring that we provide a working environment that engages them and gives them every reason to stay with us.



Alistair McAuley, Managing Director,
AkzoNobel Decorative Paints UK & Ireland

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