

QUALITY POLICY

With the general objective of achieving full customer satisfaction, differentiating itself in its sector due to the quality and reliability of the products it sells, Heroslam S.A.L. establishes the following principles as a basis for the Quality Management System based on the ISO 9001: 2015 Standard.

The essential objective is to achieve the quality of products and services, and customer satisfaction. Therefore, this is an essential, permanent and priority objective. This culture of customer service must be a conviction and the frame of reference to be permanently taken into account by each employee of the company, in order to promote stable and long lasting relationships with current customers and to get new customers.

With the implementation of the "new style of relationships" we radically improve the competitiveness of the organization by emotionally involving people to unleash the contribution of their best personal skills to the business project that ensures the future of the company. It is therefore a "radical innovation in the organization" with a new model based on people and a new style of relationships.

To promote high performance teamwork in multidisciplinary teams, with autonomy and decision capacity. Self-managed and competitive teams, who act with freedom and trust, and with the necessary creativity to face challenges and commitments, thus allowing to have a permanently innovative project.

To have an organization with high levels of communication, information, transparency and trust among all the members with freedom of action.

To seek excellence and continuous improvement, by identifying opportunities for improvement both in the development of their products and in the provision of services to customers, guiding efforts, in addition to controlling and correcting non-conformities, to prevent their causes, with an optimization perspective as a final objective.

To systematically perform quality revisions and measurements, information collection and data analysis, since the search for quality improvement must be carried out based on objective data of the level of quality achieved, and with constant feedback that allows the identification and application of the best practices.

To integrate external suppliers and indirect distribution channels in the commitment to quality, so that they constitute one more element in the chain of customer service, based on the principle of mutual collaboration and the development of common interests.

This Quality Policy is constantly communicated to all the people involved in the company since it is a common project and a shared success, an efficient project that guarantees the future and long-term viability of the company, within a framework of product and service quality.

A project with a clear concern for the Society, oriented to achieve a fair and sustainable human development, with social, labour and environmental responsibility.