

## **QUALITY POLICY**

### **Background**

Mirage has grown over its thirty five years culminating in the move to new, modern purpose-built premises in September 2016. This has provided the organisation with the chance to grow but also to review and improve the quality of its products and services.

### **Policy**

This policy has been prepared by the directors of Mirage Inks Limited. It will be monitored and reviewed by the directors at least annually and more regularly as events require.

The management of Mirage are completely committed to ensuring the products and services Mirage provides to customers are of a high standard and that all staff, including senior management, continually strive to improve those standards.

This commitment applies to all aspects of the organisation from production, to the laboratories, the office staff and sales team.

This policy is made available to all interested parties and is published on our website.

### **Quality Objectives**

The overall quality objective of Mirage is to build a relationship with our customers to provide them with the products and related technical support they require to a high standard so that they have confidence in us and we build and/or maintain our long term relationships with them. To do this we aim to:

- Continually review our internal procedures to strive to improve efficiency and reduce risk. This includes the use of best preventative practices and focused risk management.
- To identify our customer's needs and to work with them to achieve their requirements in a timely manner. To build relationships with them and to react to their changing needs.
- To use our technical expertise and laboratories for innovative research and development.
- To motivate and develop the ability of staff and to ensure accountability. This includes the use of our staff bonus "Non-conformance" scheme where staff are rewarded for producing "right first time" and avoiding errors.
- To continue to invest in new production equipment along with computer and IT software to improve our systems and enhance the quality of our products and services.
- To monitor our performance and to look for issues through IT, through customer feedback and from listening to our employees. Where found, to identify those issues, to report and to put in place preventive measures to avoid repetition, reduce risk and improve efficiencies.
- Through the review of internal and external audits to assess the company's performance against the standard and strive for continual improvement of its quality management system.

Delivery of this policy is a business priority.

Signed,

Steve Fisher  
Chairman

1<sup>st</sup> February 2018