

### GENERAL OBJECTIVES

The Executive Committee of ICA has set out the following main objectives for the company's policy:

- ❖ Improvement in customer satisfaction
- ❖ Optimization of human resources
- ❖ Respect for commitments undertaken in relation to all other interested parties (shareholders, suppliers, financiers, the public administration and the environment)
- ❖ Constant dedication to research and development with a view to ensuring the highest possible levels of innovation
- ❖ Continuous improvement of all systems and processes
- ❖ Improvement of the company's performance

All employees, agents and partners of ICA must adhere to these general objectives. Specifically, in pursuit of the objectives listed above, the company intends to:

Improve **customer satisfaction** by:

- Respecting contract terms;
- Communicating attentively with customers;
- Enhancing product quality;
- Providing customers with support and advice;
- Reducing the number of complaints through careful analysis of all complaints received;
- Constantly monitoring levels of customer satisfaction

Optimize **human resources** by:

- Providing ongoing personnel training
  - Enhancing the working environment
  - Ensuring employee safety
  - Increasing employment levels
  - Implementing incentives to promote adherence to the company's objectives
- Achieve high levels of product innovation**, by focusing the efforts of the Research and Development Laboratory on:
- The development and manufacture of highly innovative coatings, such as water-based and UV coatings; this allows ICA not only to maintain, but also to reinforce, its position within the market, and to achieve greater credibility and trust on the part of its customers
  - Developing, refining and enlarging its range of products, particularly in relation to special effects and colors, with a view to fulfilling any set of requirements that customers may have

Ensure the **continuous improvement** of all corporate processes by:

- Evaluating and enhancing process indicators
- Gradually eliminating inefficiencies and defects

Improve the **company's performance** by:

- *Increasing the company's share of both the domestic and international markets*
- *Increasing market penetration (new customers/new markets) by effectively communicating the company's image*
- *Meeting budget targets*
- *Increasing profit levels*

Specific objectives will be defined on an annual basis by the Executive Committee and then communicated to all employees and partners.

The Executive Committee believes that these objectives are attainable through organizational improvement and through compliance with a Quality System that meets the UNI EN ISO 9001 (2008) standards, and trusts that all members of staff will adhere to this decision.

### **RESOURCES**

The Executive Committee undertakes to provide all of the necessary resources:

- ❖ *financial resources*
- ❖ *human resources*
- ❖ *technical and infrastructural resources*

in order to pursue these objectives.

To correct any inadequacies in the current provision of resources, the Executive Committee will conduct an annual review.

### **POLICY REVIEW**

The Quality Policy is reviewed on an annual basis at a meeting of the Executive Committee. Once reviewed, the Quality Policy will be communicated to all interested parties, i.e.:

- *employees*
- *agents*
- *partners*
- *shareholders*
- *customers and suppliers*

### **PUBLICATION OF THE POLICY**

The policy will be communicated as follows:

- ❖ *via circulars and/or on the notice boards at the ICA headquarters and at all branches*
- ❖ *on the company's website*

The Management

