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## GENERAL OBJECTIVES

The ICA Board of Directors singles out the following as being the main objectives of the company mission:

- ❖ Improvement of client satisfaction
- ❖ Optimization of human resources
- ❖ Respect of agreements undertaken with all interested parties (share holders, suppliers, financiers, public administration, environment)
- ❖ Constant dedication to research and development to assure the maximum levels of innovation
- ❖ Constant improvement of all systems and procedures
- ❖ Improvement of company results

These general objectives must be shared by all employees, distributors and collaborators of ICA.

In particular, to attain the goals listed above the Company intends to:

Improve ***client satisfaction*** through:

- *Respect of contracts;*
- *Attention to communication with clients;*
- *Improvement of product quality;*
- *Assistance and advice to clients;*
- *Reduction of the number of complaints through a careful analysis of the same;*
- *Constant monitoring of customer satisfaction*

***Optimize human resources*** through :

- *Constant formation of personnel*
- *Improvement of work environment*
- *The safeguard of employee security*
- *Increase in level of employment*
- *An incentive system to stimulate working towards company goals*

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Reach a ***high level of innovation of its products*** concentrating the Laboratory Research and Development studies on:

- *The development and production of innovative paints, such as water based and UV coatings; this allows ICA not only to maintain, but also to strengthen its position in the market, and to earn more credibility and trust from its clients.*
- *Perfectioning, evolution and enlargement of its range of products, particularly as regards special effect sand colours, so as to satisfy any and all client necessities.*

Develop a ***constant improvement*** of all company processes through:

- *The evaluation and improvement of process indicators*
- *The progressive elimination of inefficient or defective elements*

Improve ***company results*** through:

- *Increase in market shares both national and international*
- *Increase in penetration of the market (new clients/new markets) through communication of the company images*
- *Attainment of budget goals*
- *Increase in company profitability*

Specific objectives will be defined each year by the Board of Directors and communicated to all employees and collaborators.

The Board of Directors believes that these objectives are attainable with an improved organisation and with the passage to a Quality System to UNI EN ISO 9001 standards of 2000, and trusts that all members of the staff are coherent with this decision.

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## RESOURCES

The Direction undertakes to supply all necessary:

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

to help reach these objectives.

Where missing, these resources are defined and quantified annually in the Board of Director's Reassessment.

## REVIEW OF POLICIES

The Quality Policy is reviewed every year during the Board of Directors reunion, and communicated to all interested parties, that is:

- employees
- agents
- collaborators
- share holders
- clients and suppliers

## PUBLICATION OF POLICIES

The instruments for diffusion of these policies are:

- ❖ circular letter and/or notice board at main offices and in all the branches of ICA
- ❖ the company Web site

The Direction