



# QUALITY POLICY

## Statement

Aura Brand Solutions specialises in the production, supply and application of self-adhesive graphics and signs for the rail sector, fleet vehicles, buildings and point of sale displays.

The company has been a quality accredited company for more than twenty years and the senior management and personnel of Aura Brand Solutions are committed to providing a high-quality service in the area of Quality Management - by continual improvement in customer service, human resource management and company operations.

Total customer satisfaction is a primary objective of the company, which is achieved by recognising, understanding, and evaluating customer needs and trying to exceed them.

Senior management are committed to the efficient operation and continual improvement of our performance and the quality management system. This will enable the company to achieve the key policy objective, which is to ensure the continued growth of the company through the improvement and development of its current and new markets. To this end, quality objectives are set and measured to facilitate effective and efficient review.

Development and training are a top priority to enable Aura Brand Solutions to reach its goals. The management will provide adequate resources and training needed to continually improve the effectiveness of the Quality Management System.

The above goals are complete by an effective and efficient group quality management system based on the requirements of ISO 9001: 2015. The company are committed to meeting, and exceeding, these requirements to secure a prosperous future. Senior Management will take into consideration the views and requirements of interested parties and the effect the company's activities have upon the environment.

In fulfilling the above Quality Policy, senior management recognise the importance of its suppliers and will work with them to improve the quality of their services.

The success of this policy is monitored, controlled, and improved through elements of the Quality System such as internal audits, management reviews, corrective/ preventive actions, and training.

Each employee will be made aware of the importance and contents of this Quality Policy and be encouraged to contribute to the success of the quality management system. The Company's goals and commitment in meeting the requirements of ISO 9001: 2015, secure a prosperous future and set a standard for others to follow.

This document will be reviewed annually to ensure it accurately reflects the purpose and goals of the company.

A handwritten signature in black ink, appearing to read 'D.W. Sawbridge'.

David Sawbridge  
**Managing Director**  
January 2024

A handwritten signature in black ink, appearing to read 'Stuart Day'.

Stuart Day  
**Managing Director**  
January 2024