IMS : Quality Policy

It is the policy of **Purple Rain (Pty) Ltd** (Design, print and manufacture of signage and point sale point products) to provide products and services that always meet and where possible, exceed our business objectives and customer requirements, based on the following precepts:

- The requirements of our customers are collected and effectively to ensure that the organization is capable of achieving customer expectations,
- The requirements of all interested parties are clearly understood so that our products and services can be delivered in a timely and professional manner,
- All processes employed by the organization to deliver our products and services are determined, resourced appropriately, documented monitored and measured to ensure conformance to:
  a) Customer requirements
  b) Business objectives, and
  c) Any applicable industry regulations and legislation.
- All employees are competent for their area of work through education, training, skills and experience, where appropriate
- Effective mechanisms are in place to monitor and measure customer satisfaction so that the organization achieves commitment to continual improvement

To provide for this policy, the organization has established a Quality Management System in line with the requirements of the ISO 9001:2015 Standard. The QMS is an integral part of our process management and the organization is dedicated to its continual improvement by:

- Providing clear focus on priorities by establishing business and quality objectives, which are reviewed periodically through the management review process.
- Making available the necessary resources to ensure that the QMS remains effective in achieving business and quality objectives, conforming to the requirements of the ISO 9001:2015 Standard.
- Top Management's participation in the monitoring and measurement of the performance of the QMS is focused on acting on opportunities for continual improvement.

Purple Rain (Pty) Ltd has implemented an Internal Audit Programme to ensure the ongoing suitability and conformity of the QMS is assured. The QMS has the full support of Top Management, management, staff and associates.

Signed (**MD**), dated 01/04/2019