



## **Quality Policy Statement**

Swanline Group Ltd is the UK's leading trade supplier of printed packaging, Point of Sale (POS) displays, and raw materials for packaging manufacture. With a reputation for excellent service and confidentiality, our expertly skilled and highly experienced personnel deliver a comprehensive range of services within the Point of Sale and presentation packaging markets.

Swanline Group is committed to consistently providing products and services that meet our customers' needs and requirements, often exceeding their expectations. We achieve this through the following processes:

- Structural and Graphical Design
- Material Supply
- Printing, including application of decorative finishes
- Die Cutting
- Gluing Processes
- Assembly and fulfilment
- Logistical solutions

We design, manufacture, and deliver bespoke packaging using fit-for-purpose machinery and cutting-edge material science.

Swanline Group is dedicated to delivering safe, legally compliant products and services of the highest quality, enhancing customer confidence. To this end, we maintain compliance with the BS EN ISO 9001:2015 and BRCGS Packaging Materials Issue 6 standards, continually striving to improve the effectiveness of our systems.

Swanline Group has also implemented FSC Chain of Custody procedures in compliance with FSC certification (FSC-STD-40-004 v3), offering our customers traceability and demonstrating our commitment to responsible forestry and sustainability. By doing so, we contribute to the effective management of the world's natural resources.

We Will:

- Deliver a customer-centric service that creates a positive experience for both the end user and the customer.
- Invest in new technologies to provide groundbreaking business opportunities for our customers.
- Understand the needs and expectations of all interested parties, as well as the internal and external influences, to ensure our products and services meet set expectations.
- Consistently work to reduce non-conformance levels by enhancing systems, integrating new technologies, and leveraging expert skills to uphold the integrity of our products and services.
- Promote a team-oriented working environment that engages employees and encourages ownership of the products and services we deliver.
- Communicate the quality policy and objectives to all employees during regular management and supervisory meetings. The quality manual also communicates these requirements throughout the organisation, detailing managerial and organisational responsibilities, as well as the processes that operate on-site.
- Provide ongoing training and development to advance the skills of all employees, identifying opportunities for improvement and growth within a forward-thinking and enjoyable work environment.
- Continue to build mutually beneficial relationships with our suppliers.

Swanline Group has established quality objectives to enhance our products and services for customers. These objectives are detailed in the company's Statement of Quality Objectives, monitored periodically, and reviewed at the QMS bimonthly meetings:

1. Reduction in customer complaints
2. Review of On-Time In-Full (OTIF) performance
3. Improvement of machine efficiencies

The policy, objectives, and quality manual will be reviewed for continued suitability at the annual Quality Management Review meeting or sooner if required.

Signed



Chris Brown  
Managing Director

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