

## VISION, MISSION AND QUALITY POLICY

### VISION

To be one of the best and most reliable European manufacturers of household items, specializing in ironing boards, ladders, and clotheslines. Continuously improving its competitiveness, providing industrial capabilities and a level of service within the expectations of the customer and all stakeholders.

### MISSION

The mission of SONECOL is to manufacture household utilities and offer its customers and consumers a wide range of ironing boards, ladders, and clotheslines, created with innovation, quality, and excellent price.

### VALUES

As an SME with a history of around 60 years, SONECOL has always demonstrated possessing a set of important values for achieving its recognition and success. The most valued, and which are transversal to all employees, from top management to factory workers, are seriousness and humility.

### QUALITY POLICY

The quality of products and the satisfaction of customers and all stakeholders constitute a central

concern of SONECOL, which dedicates personalized attention and an attentive listening process to the needs and expectations:

- Of its customers;
- Of its employees;
- Of the institutions/entities with which it establishes partnerships;
- Of accrediting and certifying bodies.

Thus, SONECOL's top management defines and approves the following Quality Policy:

- Respond positively to market requests and demands, and if possible exceed the expectations, of its customers and all stakeholders.
- Overcome difficulties posed by competitors of Asian origin, through technological innovation and hiring new qualified workforce.
- Manufacture and market products intended for domestic use, namely ironing boards, ladders, and clotheslines, with the quality adequate to the expectations of all stakeholders;
- Comply with the legal and regulatory requirements inherent to the company's activity and the Quality Management System;
- Continuously improve the effectiveness and efficiency of the organization's performance by periodically qualifying its processes;
- Provide working tools and train the company's human resources with a future perspective, specializing its employees to add quality to the products.

The Quality Objectives that ensure compliance with the Quality Policy are specified by the process objectives, whose goals are defined and reviewed at least once a year, during the Quality

Management System review.