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**DEEPDALE TREES LIMITED
QUALITY POLICY
JANUARY 2016**

Deepdale Trees Ltd recognises it will earn loyalty by providing products and services of the highest standard and quality to secure the satisfaction, confidence and loyalty of its customers. Therefore we seek to exceed customer expectations to encourage them to form long term relationships with us.

To achieve this we will:

1. Look to understand, meet and exceed the needs and requirements of our customers;
2. Communicate with them in a timely, open and honest manner;
3. Continually monitor and improve their total experience;
4. Treat them according to our Terms and Conditions of trading;
5. Ensure our products comply with applicable regulatory requirements, meet their specifications; and are represented accurately in any catalogues or marketing literature;
6. Develop long term relationships with key suppliers to encourage best practice, facilitate effective communication, drive efficiency and deliver premium products and service;
7. Provide such information, resource, training and supervision to our employees to enable them to meet our customers' requirements and respond positively to unplanned issues as quickly and efficiently as possible;
8. Promote the efficient use of materials and resources across the business
9. Consult with employees on ways in which our product or service offering could be improved;
10. Commit to best practice via our knowledge of competitor and industry practice;
11. Review our systems, policies and procedures on a periodic basis to assess their continued suitability, implementing additional controls where necessary to achieve continuous improvement: and
12. Ensure our activities and workplaces are safe for employees, contractors, visitors and the public.

**Michael Hickson
Director
Deepdale Trees Limited
04-04-2018**