

STRATEGIC AND QUALITY POLICY

CAL-714 REV.0

VELAMEN, S.A. is a company specialising in the manufacture and marketing of fabric items for the home since 1971. We are a leader in our market segment, and our aim is to continue being so in the future.

Our experience, high degree of specialisation and the control exercised throughout the production process, from raw materials to the finished product, allows us to satisfy the most demanding customers, offering innovative products that are adapted to suit every requirement.

VELAMEN, S.A. will continue to incorporate the most advanced textile technologies, with a clear commitment to innovation, attempting to stay ahead of the requirements of the market and promoting the consumption of home fabrics with a high quality and functionality.

With our products and services, we believe that our **MISSION** is to improve people's rest, making it healthier and more satisfying; in short, improving people's quality of life. Our **VISION** is to be the benchmark company in the market for our product categories. Our **VALUES** are those of quality and excellence in all that we do, together with customer focus and closeness to all the people we collaborate with.

We are **COMMITTED** to our **ENVIRONMENT** and to **SOCIETY**, and therefore seek a balance between the profits that ensure our survival as a company and the positive impact that we can create in our society on a social, environmental and economic level.

WE ARE A MEMBER OF SEDEX, a non-profit organisation whose purpose is to ensure that companies act in a responsible and ethical way throughout their chain of production worldwide. VELAMEN, S.A. undergoes an annual audit in accordance with the SMETA social audit protocol.

As part of our **NATIONAL and INTERNATIONAL** aspiration, our commitment involves providing our products in all markets and sales channels, in order to reach the maximum number of consumers and to meet their requirements.

At VELAMEN.SA. we have a **COMMITMENT TO QUALITY** in all our actions and this is one of the essential elements that constitutes and inspires our quality policy.

With the aim of providing a high level of quality in our products, we have implemented a Quality Management System under the UNE-EN-ISO 9001:2015 standard.

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Our **CORE STRATEGIES** are the following:

1. To integrate people at all levels, including people at risk of social exclusion.
2. To ensure an ethical and responsible behaviour in all our employees and collaborators.
3. To keep evolving, with innovative products that have a high added value, adapting them to the demands of our customers in order to open up new markets and consolidate the growth projects that we are aiming at.
4. To ensure that we are able, without exception, to provide products with a high degree of quality regardless of the market and the type of product.

Moreover, the Management's **COMMITMENT** to fulfilling its principles involves:

1. Appreciating that the quality of products and services is the basis for our future, and that this needs to be evaluated with a process that verifies the satisfaction of all the company's users, both internal and external.
2. Continuing to work very actively in the development of new products, with innovation and with a focus on continuous improvement in order to respond to the needs of all our customers.
3. Adopting the measures needed to comply with all the legal requirements applicable to our activity, as well as all those Quality Management System requirements that have been implemented.



Director General
The Management,

Barcelona, January 31st 2018