



quality assurance policy

01/08/2008 rev16/06/09

QUALITY CONTROL

In order to maintain the high standards of work that our clients have come to expect of us, we have strict Quality Control Procedures in place. These procedures affect the work of all the employees of CuCo.

Quality Control is an ongoing analysis of all the work that we produce. It is designed to verify that the goods and services we produce meet specified standards. Vigorous quality control checks are carried out through every day of our working life. Failure to meet any of these standards for our clients will lead to a serious review of our procedures and of the staff who are directly concerned with operating these procedures.

The objectives which underpin the policy are:

- #1 To develop a full understanding of the needs of our customers.
- #2 To work in close co-operation with clients, customers, suppliers and sub-contractors to provide the right quality work and service, first time.
- #3 Actively to seek customer feedback and to use this as a format for continuous assessment and improvement.
- #4 To develop the potential of our employees to ensure all members of staff are capable of undertaking work required in a safe and responsible manner.

Achievement of these policy aims involves all staff, who are individually responsible for the quality of their work, resulting in a continually improving working environment for all.

CuCo is fully committed to delivering the objectives of this quality policy statement within all its activities and work undertaken by the Company.

Sign Off

The Sign Off is the most fundamental quality control procedure and exists for every piece of work that is produced within the company, by any employee or director.

Stage 1

Upon completion of any design work, the employee who completed the work will get another designer to read the material to check for any mistakes in the visual / factual content and sign to say that they have checked through the work and are happy for it to be sent to the client.

Stage 2

The work is then sent to the client, who has to check through the content and either make changes, or sign off the work, to say they are happy with it. A visual signature is needed from the client even if it is an email okaying the work – A verbal signature is not acceptable and may lead to disciplinary procedures for the member of staff involved.

Stage 3

Once the written sign off from the client has been received and filed, the piece of work is then sent to the relevant company / publication as a final product.

If the client is not available to sign off the work, then the work does not get sent off as a final product, no matter what the circumstances. It is up to the relevant employee to make sure the time scales for their work comply with the client's diary.

If the 3 stages are not adhered to, then a verbal warning will be given to the relevant employee. A written warning will follow if the offence is repeated for a second time. If this policy is continually broken for a third time, then the employee will face instant dismissal.

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Suppliers

At CuCo we have a wide range of suppliers to choose from, to ensure that our clients always get the best that we have to offer. Due to the nature of our business, it is important to us that our suppliers maintain the high standards that our clients expect from us, as we base our business name on the suppliers who can often produce our final work. Therefore, it is essential that we are constantly reviewing the quality of the products and services that our suppliers provide to maintain the degree of excellence that signifies who we are.

Being a design agency, we use external printers for many of our final products. Quality control procedures feature highly in this aspect of our work, as we are not directly involved in the printing of the materials. With all our external print jobs, the printers come direct to our offices to show us a sample of the finished product, in order for us to check for any final pre-press / colouration issues. We also make regular external visits to our printers; to ensure their printing standards match our own quality control procedures. In our business, it is important that synchronisation between our art work files and the printers' equipment is correct. Regular communication and spot checks help achieve this.

Product Realisation

Before every project gets underway, it is essential that every employee makes a timeline for the life of the job, from conception through to final implementation in order to present a fully detailed diagram with which to work by, in order to keep the client fully informed on the job that we are undertaking for them.

Communication

Communication is also an elementary feature of Quality Control and is essential to the successful running of our business. In order for our procedures and practices to work, we need to have a daily communication base between our clients, suppliers and employees to ensure maximum productivity. If for any reason a client is not happy with our work, then somewhere along the line this Quality Control procedure has broken down. If this happens, there will be a review of the documented work that the employee has undertaken and if necessary, we will also request a meeting with the client – face-to-face communication is essential in this instance.

Quality Control only works if every employee of CuCo takes it on board and follows the relevant procedures contained within this document. The aim of Quality Control is to ensure that every employee works within these clearly defined standards to allow every employee to fully understand what they are working towards.

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QUALITY ASSURANCE POLICY STATEMENT

This statement outlines the general quality assurance policy of CuCo. It allocates specific jobs to quality representatives in our workplace, and highlights who is responsible for any issues that may arise in our day-to-day activities. This statement is the key to achieving acceptable standards in the workplace.

CuCo's Statement of General Policy is:

- To develop a full understanding of the needs of our customers.
- To work in close co-operation with clients, customers, suppliers and sub-contractors to provide the right quality work and service, first time.
- Actively to seek customer feedback and to use this as a format for continuous assessment and improvement.
- To develop the potential of our employees to ensure all members of staff are capable of undertaking work required in a safe and responsible manner.
- To review and revise this policy as necessary at regular intervals

Signed



Date 01/09/2008

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