

Leaflet Distribution Services Quality Assurance Policy Statement

In terms of quality assurance, LDS adheres to the 'Direct Marketing Association Code of Practice'. Specifically, within the provisions of the 'British Code of Advertising Sales Promotion and Direct Marketing'. (The CAP code).

The objectives which underpin our Quality Policy are;

- To develop a full understanding of the needs and expectations 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 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, in accordance with the Company's Health and Safety and Environmental policies.

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

LDS is fully committed to delivering the objectives of this quality policy statement within all its activities and work undertaken by the company. The Managing Director has responsibility for ensuring compliance of this policy is met on a day to day basis.

Managing Director

