
Arçelik

**Quality
Policy**

In the line of Arçelik's vision for the future; we develop and manufacture affordable, easy-to-use, reliable consumer products and deliver after sales service by implementing state-of-the art technologies to satisfy our customer needs beyond their expectations.

We perform our activities to

- document, certificate and continuously improve our Quality Management System to comply with the ISO 9001 standard requirements,
- attain organizational and departmental targets with team-work concept, taking Total Quality Philosophy into account,
- review our work processes by conducting a self assessment program and define proactive activities to improve our overall performance,
- enhance productivity of all our processes to a level of international competition in direction of continuous improvement approach,
- encourage innovative and creative approaches, and conduct trainings to increase technical and behavioral competencies

accompanying the Environmental, Health and Safety Management Systems and we strive to set a model in durable goods sector with regard to quality efforts.