
Arçelik

**Quality
Policy**

As the Arçelik family, in line with our vision of **“Respecting the World, Respected Worldwide”**, we design and manufacture durable, safe and reliable products and provide after-sales services that exceed the expectations of our customers regarding quality. We are dedicated to fulfill the requirements of the ISO 9001 Quality Management System in order to increase our quality performance at all our processes; we are committed to allocate every resource for sustainable quality improvement.

In line with our following principles,

- Ensuring conformity of our products and services to customer requirements as well as increasing customer satisfaction,
- Setting organizational and departmental targets with teamwork concept, taking Total Quality Philosophy into account,
- Encouraging innovative and creative approaches,
- Conforming to national and international standards and legal regulations,
- Reviewing all our work processes with a perspective to evaluate risks and opportunities and adapting approaches for better performance,
- Improving our productivity for work processes up to an internationally competitive level by engaging data management and digitalization tools in direction of continuous improvement approach,
- Rising quality awareness of all our employees and stakeholders,

As a company we work strongly to achieve our quality principles and have become a leading company in the household appliance sector with continuous and sustainable activities in integration with our other management systems.