

WCF Ltd - Quality Policy Statement

Updated: February 2025

Date of next review: February 2026

This Quality Policy Statement provides the framework to assist WCF with its commitment to provide customers with products and services of a consistently high standard, greatest value and superior customer service, as well as satisfying applicable regulatory and legislative requirements. We seek to exceed customer expectations and encourage them to form long term partnerships with us and strive to be their preferred supplier. Customer retention and customer intimacy are core strategic pillars. We seek to improve customer experience to ensure that they want to stay with us for the long term and recommend us to their friends and family. We commit to review our quality systems, processes and procedures to achieve continuous improvement.

Customer Focus

- Listening to what they tell us by seeking and valuing their feedback (positive and negative) to continually monitor and improve their total experience;
- Selling products and services that we are proud of and are made to last;
- Seeking to understand their buying needs so that we can personalise the items they are presented with;
- Gaining their long-term loyalty and becoming their preferred supplier; and
- Treating them with respect and according to our Terms and Conditions and Privacy policies

Our Guiding Principles

- **Champion** - Taking responsibility and doing what we say we will, when we say we will;
- **Camaraderie** - Working together to appreciate other points of view;
- **Choose** - Respecting our customers and responding to what they have to tell us;
- **Collaboration** - Keeping an open mind and being open to change;
- **Curiosity** - Not being afraid to challenge the status quo; and
- **Celebration** - Remembering that the small things matter.

Supplier Focus

- Developing long term collaborative partner relationships to encourage best practice, facilitate effective communication and benchmarking, drive efficiency and deliver premium levels of service;
- Paying undisputed invoices promptly; and
- Undertaking only ethical supply chain relationships in accordance with any relevant codes of conduct

Corporate Responsibility

- Ensuring our products are accurately represented in all aspects in any point of sale, catalogues, social media, websites or marketing literature;
- Supporting the rural communities in which we are based and providing opportunities for local people; and
- Ensuring our activities and workplaces are safe for colleagues, contractors, visitors and the general public

Leadership and Engagement

- Providing such information, resource, training and delegation of autonomy to our colleagues to enable them to respond decisively to unplanned issues or delays as quickly and as efficiently as possible;
- Allowing our colleague to propose solutions that meet the needs of our customers; and
- Encouraging an environment where colleagues are able to challenge the status quo to improve standards of quality, efficiency and productivity

Systems and Processes

- Developing a robust and efficient order processing infrastructure and ensuring that our customer journey is consistent no matter how they choose to order from us;
- Eliminating all non-relevant or improving/automating all time-consuming processes and procedures; and
- Making use of available technology

Continuous Improvement

- Investing in our people, our assets and our facilities;
- Consulting on ways in which our product, range or service offering could be improved;
- Seeking feedback from our customers;
- Benchmarking ourselves and our performance; and
- Committing to best industry practice

We ensure that we meet the requirements of all our safety, environmental, charitable, regulatory and legislative responsibilities.



Phil Murray
Chief Executive

February 2025