



Quality policy

31st January 2018

The CELA Company intends:

- to establish itself as a leading company in the sector of lifting equipment for people or things at a national level, strengthening the current presence at an international level.
- develop new high-tech products to best meet market needs.

Cela's Management is firmly convinced that investing in know-how is essential to guarantee a future for society.

This investment policy will be in particular aimed to:

Develop high-performance products to stand out from the competition operating in the medium-low range of equipment.

To better understand the particular present and future needs of customers, offering efficient and reliable products/services as well as innovative solutions at the limit of the state of the art able to meet the required requirements.

Continue to seek improvement of the functional and aesthetic quality of the products

Create products that comply with current regulations

Improve the price-performance ratio of the product

Invest in the development of innovative products

Develop positive synergies with partner companies in the same sector

Involve and grow staff by improving communication processes, spreading the technical aspects and company computerization.

Improve business management processes through the aid of computer networks and software.

Create mutually beneficial relationships with suppliers to increase the quality of the service/product provided.

Cela's Management believes that the active participation of the staff in company life and problems is of fundamental importance: for this purpose, it intends to give maximum diffusion to this policy.

Management defines the quality objectives in the Management Review document and requires all employees to do their best to achieve them.

The CELA Management