

Quality Policy

We will establish and communicate our vision through our leadership and exemplify our brand philosophy to guide the behaviour of every employee to achieve this vision.

We love our customers

We will listen to our customers, understand their needs and requirements to obtain their full satisfaction and develop relationships that will last a lifetime.

Making profit is not a bad thing

We will maximise the efficiency of our operations to strengthen our competitiveness and by doing so, return a profit to satisfy our shareholders needs.

Measuring stuff helps everyone's understanding

We will set sensible goals for all our staff and reward people for meeting and exceeding these, creating an environment in which every person is motivated to continually improve the efficiency and effectiveness of our product, processes and our management system.

We will base our decisions on the logical and intuitive analysis of data collected where possible from accurate measurements of process and system characteristics.

Being a good corporate citizen is more than just being trendy

We will work towards minimising our impact on the environment through the products we source and sell, the services we provide, and how our business operates.

We love our suppliers

We will agree quality and service standards with our suppliers as well as meet our payment obligations and work with them to jointly improve performance.

We love our staff

We will involve our employees in the development of the business, make use of and recognise their experience and knowledge, and create a workplace in which they are motivated to fulfil their potential.

Being straightforward

We will take a process approach towards the management of work and manage our processes as a single system of interconnected processes that delivers the key objectives.

We will review this quality policy annually to ensure its continuing suitability.



Gordon Christiansen
Managing Director, on behalf of the senior management at RED BOX