

## BUSINESS POLICY

*ConEra is a trading company that provides goods and services for the brand imaging of companies and organizations.*

*By working as a learning organization, where management by objectives and continuous improvements are a natural part of everyday life, we shall, as a leading supplier within the brand imaging industry, strive to always*

- *Identify and meet our customers' explicit and implicit quality requirements on the products and services we deliver.*

*Comply with the environmental standards, laws and regulations that public authorities, customers and the surrounding area impose on our operations. We shall, as far as our resources allow, work to reduce our impact on the environment both in our immediate vicinity and in the locations where our products are produced and illuminate the life cycle perspective of products*

- *In consultation with our staff, we shall provide a work environment where employee health and well-being are monitored. We shall operate a personnel policy where psychological*

In order to live up to our policy we shall:

- Implement quality and environmental thinking as a natural element in the work of the entire organization.
- Ensure that all staff are fully informed of the company's business policy and know what it stands for.
- Present our business objectives, and monitor and report on how targets are met.
- Keep up with trends and developments in the industry to further develop our ability to meet customer needs and implement activities to measure and improve customer satisfaction.
- Take powerful action to correct deviations that occur and prevent potential problems.
- Within the framework of standard economic adjustments, allocate sufficient resources for the implementation of measures that correspond with our business policy.
- Identify the laws and regulations that are relevant to our operations, and monitor developments in the area with the aid of external publications and compilations.
- Inform customers and stakeholders of the company's environmental and quality program in such a way as to engender trust in the company's efforts to minimize the environmental impact of our operations and continually improve the quality of completed assignments.
- In product presentations, illuminate the perspective from a product's life cycle.