

Striving to maintain our global position as the number one supplier of loadcells to the lifting, rigging and load measurement industries

Straightpoint Quality Policy Statement

It is the strategic policy of Straightpoint to design, manufacture and provide consistently high quality force measurement and load monitoring products, and associated services, in order to maintain and continually improve the satisfaction of our customers.

The achievement and maintenance of this policy is effected by the implementation and maintenance of a formal Business Management System compliant with the latest edition of BS EN ISO 9001:2015 and that,

- Is designed with consideration of all external and internal contextual elements that impact upon our strategic direction, including the requirements of relevant interested parties;
- Defines all business processes and operations within the organisation;
- Provides a framework for establishing and reviewing achievable quality objectives and targets that drive a cycle of continuous improvement;
- Provides for performance monitoring to ensure planned arrangements are fulfilled.

The associated Company Business Manual, processes, Procedures and support information, define all business processes and ensure a systematic and consistent approach by all staff, in all activities associated with providing our products and services.

Our top management are committed to meeting the needs and expectations of our customers, and to:

- Compliance with the requirements of ISO 9001:2015 and ISO/IEC 80079-34:2011;
- The maintenance and continual improvement of the effectiveness of our Business Management System;
- Ensuring that all our staff are competent to carry out assigned activities;
- Compliance with all pertinent statutory, regulatory and other requirements;
- Operation in accordance with best practice and industry standards;



David Ayling

Managing Director

Straightpoint Limited

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Consistent with this policy, our top management establish realistic and achievable business objectives that support our commitments and drive the cycle of continuous improvement and effectiveness of our Business Management System through performance review and analysis. These include objectives relating to:

- Market share and sales performance;
- Product quality and reliability;
- Process performance;
- Customer satisfaction;
- Supplier performance.

The competence and awareness of all staff is regularly reviewed to ensure the effectiveness of their contribution to achieving quality objectives and targets.

As part of our internal and external communication procedures and staff training programmes, it is ensured that this quality policy, and associated objectives, is communicated, understood, implemented and maintained at all levels within the organisation, and made available to relevant interested parties.

This policy is regularly reviewed by top management to ensure its continuing suitability, adequacy, effectiveness and alignment with our strategic direction.

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