

OMARLIFT SRL wants to pursue excellence in the market, creating value for its Shareholders and contributing to the well-being of its Customers, Suppliers, Staff and the Community in general, through of constant improvement process.

To do this the company has wanted to identify his mission starting from the strategic analysis and the study positioning in their market

The company mission by Omarlift

“We transfer our customers and distributors partners the highest level of service to develop their business through Continuous Improvement, Immediacy in Communication, and the Best After Sales Support Experience.

We invest in the credibility of our brand to make it available to our customers as an added value.”

The company has identified the following key strategic drivers to ensure its success:

- **The continuous improvement:** The company decide to adopt the spreading culture of improvement to "small steps" and applying it pragmatically through daily activities such as "management walking", and weekly as the meeting in the "concern room" format.
- **Lean Production:** The company adopted the lean production manufacturing method through a project that considered the continuous training of all the level of his stuff and the introduction of a change agent in the organigram who, together with the management, plans the training, launching and supervision of improvement projects
- **Excellence in the service level:** The company's mission is providing the best service within his competitive arena. To make this possible, it invests in the digitization projects of all the useful information to its customers and make them available in real time. The company wants to redesign the after-sales technical and commercial assistance processes to become the reference point in its market

OMARLIFT has decided to translate these choices into a clear and direct language which speaks of:

- continuous research - is the only tool able to provide customers with a competitive advantage and a constant presence of tomorrow market
- continuous research - is the only tool able to provide customers with a competitive advantage and a constant presence in the market of tomorrow;

- respect and environmental protection - identify and recognize the environmental impacts of its Products and Production processes in order to achieve not only compliance with environmental legislative requirements, but also to ensure the protection of our territory, while respecting maximum sustainable development.

In order to pursue and guarantee this philosophy over the time, the Management undertakes to achieve the following objectives:

- Identify the customer needs and expectations to be able to achieve full satisfaction through compliance with the specifications provided both implicitly and explicitly in compliance with the legislation in force
- Periodically analysis risk and context in order to identify any critical issues and / or suggestions for improvement
- Improve organization, production standards and / or methodologies in order to raise the level of production efficiency while respecting the environment.
- Improve all staff attention of towards the aspects of quality, the environment and safety.
- Equip the structure of machinery, structures and equipment necessary to guarantee the conformity of the products with the specifications and applicable standards.
- Encouraging resources to an entrepreneurial approach to work through an extended management of the company favoring the spirit of team-work.

All the elements in the Company Policy and the business strategies translate in to a Management Report monitored monthly and redefined annually during the Quality System Review.

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General Direction

Alessandro Mordini
Marco Fadini