
QUALITY POLICY

Bridgepoint is one of the leading brands in bathroom fittings, accessories, kitchen taps, sinks, and installation of water systems.

Bridgepoint adopts a Quality Management System based on the requirements of SM EN ISO 9001:2015

Bridgepoint has established the following strategic objectives to be pursued through the Quality Management System:

- Long Term Vision
 - To deliver high-end, affordable luxury to the end user.
 - To establish long-lasting business relationships with customers, built on mutual trust that have strong potential for development and growth.
 - To perform at optimum efficiency in every aspect of the operations in order to ensure the highest possible level of customer satisfaction.
 - To rigorously explore and investigate new and innovative products which will further enhance the existing portfolio.
 - Suppliers
 - To acquire products from reliable external providers / partners who are leaders in the field with a high commitment towards product quality and value for money.
 - Customer Focus
 - To provide a wide range of superior products, which are always in stock and which meet and exceed the needs and expectations of the customers.
 - To provide excellent service by putting the customer at the centre of all activities.
 - Resources
 - To ensure that resources including staff and equipment are adequate to meet the needs of customers.
 - To ensure that all staff are adequately trained to perform their assigned duties.
 - To ensure that all staff is able to adapt to difficult and unforeseen operational circumstances.
 - To harness and develop the experience and knowledge earned over the years.
 - To encourage synergy, teamwork and cooperation between the employees of **Bridgepoint** and also with the customers.
 - Quality
 - To remain committed to continuous improvement in all work practices.
 - To constantly demonstrate leadership, nurture the culture of good quality and continuous improvement across **Bridgepoint**.
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