



Quality Policy Statement

Keel Toys believe that our customers are the most important aspect of our business. We aim to continue to grow our business in a sustainable manner based on the belief that we can get it right first time every time.

We believe that by putting our customers first we will continue to grow the business based on repeat business

We are operating under the control of a documented, implemented and maintained Quality Management System compliant with the requirements of BS EN ISO 9001:2008.

Through the implementation and continual improvement of our Quality Management system we will regularly review our client's requirements against the Company's effectiveness in meeting these.

The management team are committed to continually investing in staff training and development at all levels and evaluates their performance through the appraisal system process and regular management review meetings.

It is our belief that, in operating to the ISO9001 Standard, and through continued assessment and membership with trade associations such as TOYCRED, we will be able to continually improve our growth and performance and fulfil the requirements of our clients and industry.

Responsibility for upholding this policy is truly Company-wide under the guidance and with the assistance of the Managing Director and the Management team, who encourage the personal commitment of all staff to address Quality as part of their daily activities.

This policy is communicated to all persons working for or on behalf of the organisation.

Richard Keel
Managing Director

