

These objectives can only be achieved by observing and maintaining the following guiding principles and company guidelines:

- Customers as well as employees represent the source from which our company benefits the most.
- In order to understand customers we need to see their requirements from their point of view. A basic prerequisite is to be able to listen and adapt our own manners.
- Quality for us means that the overall company always has to fulfil and continuously surpass itself in respect of what the customer wishes and what he expects of us.
- Establishing a partnership means that the mutual interests are used trustfully to the benefit of both.
- Because we keep our promises we are always a reliable partner.
- Objectives are developed in a close cooperation with the customer to achieve future-oriented and tailor-made solutions that create trust and add value.
- Acting human while working together on a daily basis means that one should be aware of how to treat employees and to accept responsibility for one's own acting.
- Decisions must be comprehensible.
- Team spirit and being loyal means for us to treat superordinate and foreign interests even if that means working against our own requirements. They are only restricted by our own responsible principles.
- Constant changes are needed to successfully develop our company.
- Only if all employees within the company work quality-conscious is it possible to permanently fulfil quality requirements that come from the outside or are set by ourselves internally.
- It is up to the management and managers to realise the company objectives with the support of the management system. A personal role model and a cooperative leadership style are indispensable prerequisites, to demonstrate and promote quality-consciousness internally as well as externally.
- All employees with the results of their work to show for it are suppliers and customers at the same time. They are responsible for the quality of their own working results.
- The continuous improvement also refers to the following aspects of the daily work:
 - productive and performance-oriented working conditions
 - setting up environmental protection, safety at work and health protection responsibly
 - encouraging every single employee by creating an open and fair working environment
 - teamwork that is based on mutual trust and respect
 - personal involvement, individual participation, integrity and
 - reliable employees.

The Management System at Seifert electronic is a long term commitment of a process of further development contributing to reduce costs within the company and thus increasing its competitiveness.