

Quality Policy

Variable Message Signs Limited is one of the leading companies in the design and manufactures of LED technology driver and passenger information the signs. Our core technology is used in products developed for use within the highways, urban and rail sectors. These products demand the highest standards of performance and reliability and the quality of our products and services play a key role in achieving customer satisfaction and in turn business success.

Our complete business focus on quality is based on the belief that we can only provide continual satisfaction of our customers needs through effective operational systems that are implemented in a consistent manner that reflects the needs of both the customer and the business.

The Company's executive management team is committed to ensuring continual improvement in all aspects of the business. This is accomplished by setting realistic and measurable quality objectives, by providing the appropriate resources necessary for the achievement of quality and by equipping employees with the competencies necessary to achieve these objectives.

The Company is committed to monitoring the effectiveness of it's systems by reviewing customer and market intelligence for product and services supported by customer feedback and satisfaction reviews. This is further supported by rigorous internal auditing of the processes a through regular management team reviews.

The Company's quality management system complies with the requirements of ISO9001: 2008. Tick IT Guide 5 for software and National Highways Sector Scheme 8 Highways Electrical

The Quality Manual defines the requirements and procedures to be followed by all personnel to achieve the Company's quality policy and objectives and is issued with my authority and commitment.

Signed:



*Managing
Director*

Date

28 Feb 2011