



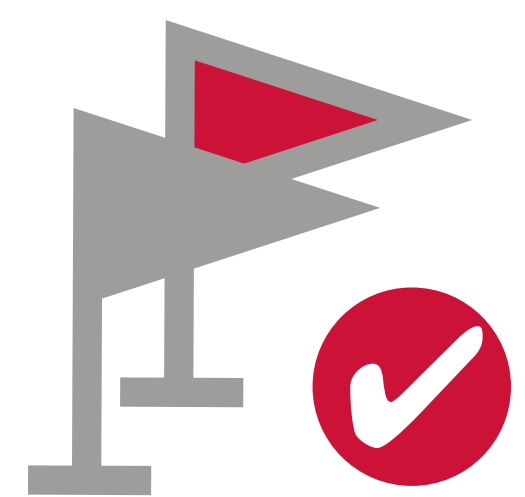
VELCRO[®] BRAND

**ORIGINAL
THINKING**[®]

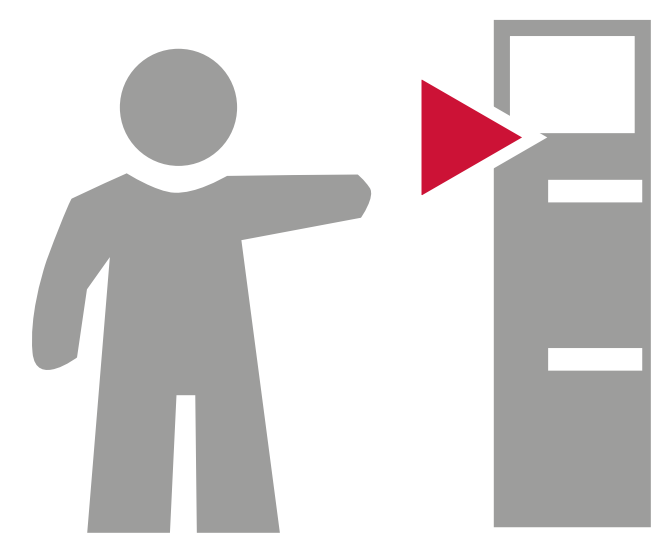
VELCRO COMPANIES QUALITY POLICY

Create a Transparent, Branded, World-Class Customer-Centric Culture

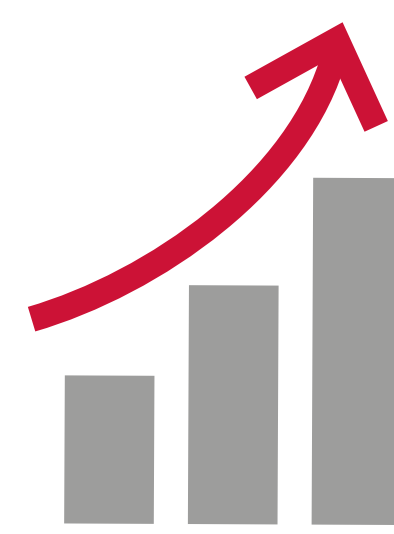
**Deliver an Unrivaled Customer Experience • Produce Safe and Legally Compliant Product
Continuously Improve • Develop Our Employees • Demonstrate Effectiveness
Effectively Manage Risk • Foster Teamwork • Advance Sustainability**



OBJECTIVE



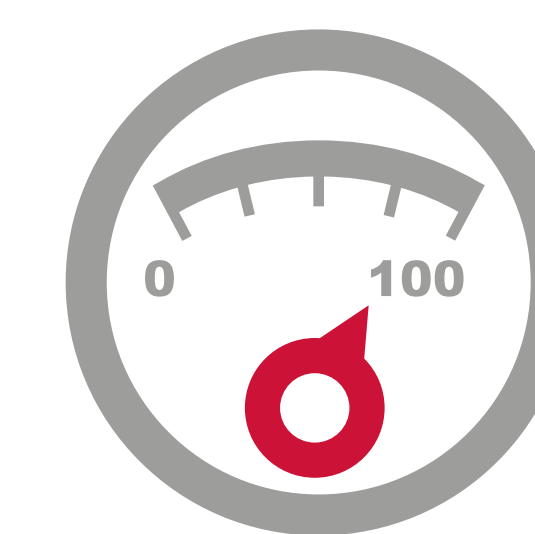
MEASUREMENT



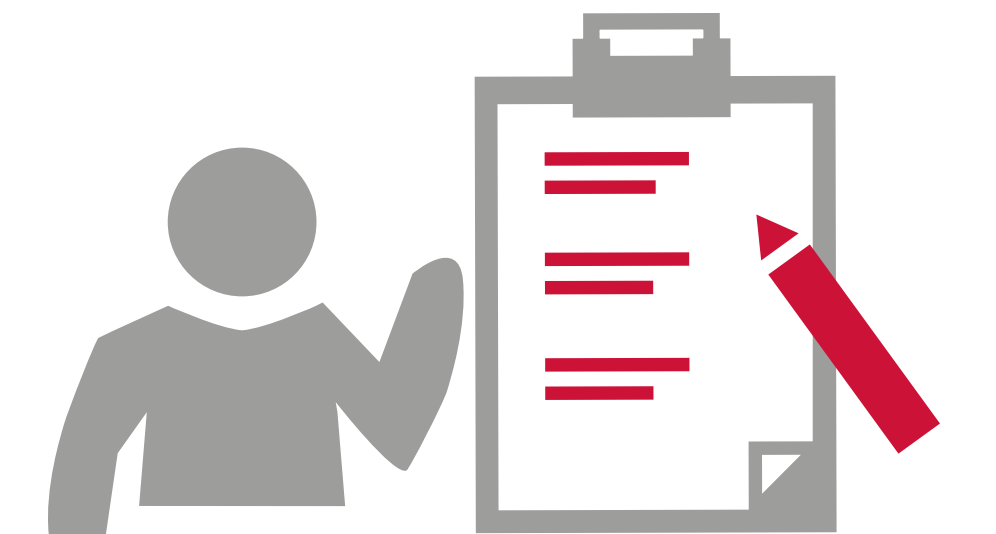
OPTIMIZATION



STRATEGY



PERFORMANCE



EVALUATION