



The purpose of CENTRO RICERCHE E ATTIVITA' INDUSTRIALI (CReAI) is to design machines or parts of machines as requested by the Customer in full compliance with safety regulations and in general with all applicable regulations, providing technically and economically adequate application solutions; solutions therefore that not only comply with regulatory constraints but that, within such constraints, maximize the ratio between overall benefits provided and overall costs required, including environmental and social costs and benefits.

This purpose therefore coincides with the full satisfaction of the Customer, to be obtained with constant technical commitment and with constructive and cordial collaboration.

The following guiding principles derive from what described above:

- Quality, understood as satisfaction of the Customer's expectations, is the highest priority;
- Continuous improvement implies the active search for every opportunity to identify defects and anomalies, eliminating their causes and preventing their recurrence;
- Good working relationships are based on truth, mutual respect and honesty; it is essential to work in a team trying to solve problems together in a constructive way.

These guiding principles materialize in the following general objectives:

- Personnel management, based on involvement and training, is recognized by CENTRO RICERCHE E ATTIVITA' INDUSTRIALI (CReAI) as a strategic and competitive factor for achieving a successful position in the market. Involvement must be achieved by encouraging and developing teamwork and using appropriate methods and techniques; personnel training must materialize in a coherent short and long-term plan that involves everyone;
- CENTRO RICERCHE E ATTIVITA' INDUSTRIALI (CReAI) must achieve and maintain the certification of its QMS according to the UNI EN ISO 9001:2015 standard by an accredited third-party body;
- Quality in all its aspects is the responsibility of all the Company's collaborators;
- All requests sent by the Customer must be examined, evaluated and finally translated into well-defined technical specifications in line with the requirements;
- Customer satisfaction must also be achieved with an assistance service during the production of the machines that satisfies the customer in terms of timeliness and effectiveness;
- CENTRO RICERCHE E ATTIVITA' INDUSTRIALI (CReAI) must pursue continuous improvement through process control and the analysis of adequate indicators of company performance and customer satisfaction;
- CENTRO RICERCHE E ATTIVITA' INDUSTRIALI (CReAI) defines itself as a DOC company, that is, one that operates towards its customers with Dedication, Honesty and Competence.

**Pistoia**  
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**The Direction**  
**Ing. Roberto Calamai**

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