

Smith Davis Press Quality Management System

Smith Davis Press has built comprehensive quality control measures over the last 18 years and is currently working towards Investor in People and ISO 9000 quality accreditations.

Smith Davis Press has a reputation among its many clients for quality service, attention to detail, flexibility and diligence in assuring quality.

We strive to promote continuous improvement in the company and have our own stringent quality control measures and systems, of which all staff are aware.

All heads of department take personal responsibility for the quality of their own work and the work of their teams, with each stage of the production process coming under the personal supervision of one of the company's directors.

Quality is of paramount importance, and Smith Davis Press leaves no stone unturned to achieve this. We find regular liaison with the customer over quality issues makes sure the end product is exactly that which is required.

To this end we would proactively approach the matter of quality, and would make regular contributions at all meetings on quality matters.

Every publication produced by Smith Davis Press is personally checked by one of the company's experienced pre-press professionals to ensure it is properly packaged to be delivered to the printers.

Staff are available 24 hours a day to deal with printers' enquiries, and regular liaison with printers ensures print quality remains high.

In line with our ongoing commitment to quality, every publication produced by the company would be subject to quality review by the named key person responsible for the publication. Concerns about quality and action taken to remedy them would be reported back to the Council.

Complaints or concerns voiced by the Council would be logged by the named person responsible for the publication, the subject of immediate discussion between that person and the relevant head of department within the company, before suggested action would be fed back.

Contract management would be provided by the directors of the company, one of them being appointed as the named key person responsible for the publication. They would be responsible for liaison with the customer, and for supervision of all aspects of the contract's progress within the company. Only after agreement with the Council would any other management or supervisory arrangements be introduced, whether temporary or for longer periods.

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Proposed sub-contractors are well aware of our requirements for quality of service during long-standing business relationships.

The Smith Davis Press approach to project managing quality assurance is to apply our own standards to the performance of sub-contractors and to be determined in making sure sub-contractors meet them.

Complaints Procedure

Smith Davis Press treats any comments or complaints from its customers with the utmost seriousness. Our mission in business is to work in a professional, flexible and effective way that does not give rise to complaints, and because of this such responses are few and far between. However, where issues are raised, one of the company directors, most often the named contact, will investigate and reply. Action plans will then be proposed to either rectify a problem and/or ensure it is not repeated.

Should the customer require a more detached investigation, then the other director of the company, ie not the named contact, would investigate and reply accordingly at the customers' request.

Details of any helpline including opening times, etc. Smith Davis Press office hours are 8.30am to 6.30pm Mon-Fri, and 9am - 1pm Saturdays. However, we are a 24 hours a day, seven days a week company with reporting and photographic staff on permanent standby. Both directors of the company re available at home and by mobile phone out of hours and at weekends.

These numbers are available both to customers and print/distribution sub-contractors. If necessary the relevant staff can be contacted or mobilised to deal with any situations or offer any concerns. It is not often that this level of response is necessary, but it is comforting both for a customer and a sub-contractor to know they have a 24-hour out of hours contact who can take action if required.

Our systems cover all stages of the editorial, pre-press, production, print and delivery processes and are summarised below:

- **Editorial:** quality systems are based on professional journalistic skills, accuracy, plain english writing, customer satisfaction with copy, checking for style, proof reading and making sure copy written is in line with both the publication's objectives, as well as the overall business objectives of an organisation.

- **Design and Production:** our technology and skills base are set up with quality in mind. Graphic designers and pre-press professionals operate a series of checks and tests aimed at optimum print quality, high quality reproduction of photographs, optimising the quality of supplied photographs (including liaison with customers over quality issues), accuracy of prepared graphics, preparation of proofs, amendments, sign off, preparation of jobs for press, production of pdf files optimised for print, transmission to print, authorisation of print specification with printers.

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- **Print, delivery, project management and management of sub-contractors:**

We have a comprehensive system of checks, order confirmations and reports to ensure print jobs run smoothly and meet deadlines through the printing and mailing process. These include proofing jobs and checking with printers' pre-press teams, monitoring progress, liaising with customers and sub-contractors over provision of mailing data, checking delivery to mailing house and adherence to written mailing schedules, and production of a mailing docket which is then supplied to customer as proof of mailing.

- **After-sales service** includes a process aimed at continuous improvement. We check customer satisfaction levels after every publication and will investigate and address any issue raised as a matter of urgency. We find this proactive approach to quality, plus our huge experience which pre-empts any potential problems before they arise, means complaints are few. Any complaints or issues raised by a customer are immediately dealt with by one of the Smith Davis Press directors and will be resolved to the customer's complete satisfaction.

As well as including targets for growth and business development, Smith Davis Press's Business Plan includes a vision to "continually promote a business culture where people and their skills are valued, where customer focus is the key motivator and where creativity and technical innovation are encouraged."

Our company values show how we will achieve our business goals by employing the best staff; promoting teamwork and taking responsibility; creating awareness of roles within the company; investing in technology and skills; communicating with staff, keeping them up-to-date with business progress, marketing, investment and performance.