

# KÄRCHER

makes a difference



## QUALITY MANAGEMENT

Kärcher quality is world market leader quality.

*“TO THE PERSON WHO DOES NOT KNOW WHERE HE WANTS TO GO THERE IS NO FAVORABLE WIND.”*  
- SENECA

OUR QUALITY VISION @ KÄRCHER:

**We created a culture where quality and sustainability is everyone's responsibility to satisfy our customers.**

# QUALITY STRATEGY @ KÄRCHER

We see our partners in the supply chain as major success factors for our business. Therefore it's absolutely necessary that our vision statement towards making quality and sustainability to everyone's responsibility is valid for them as well.

This said, Kärcher seeks sustainable excellence to drive its position as the world leading brand for customer centric cleaning solutions. By connecting products, processes and people together we ensure quality expected by our customers.

The main driver in our strategy is prevention:



# REQUIREMENTS TOWARDS OUR SUPPLY CHAIN PARTNERS

Our general expectations from our supply chain partners are:

Open and honest  
communication

Self responsibility

Customer  
centricity

Usage of modern  
QM methods

Focus on failure  
prevention,  
not detection

Sustainable  
process and  
product design

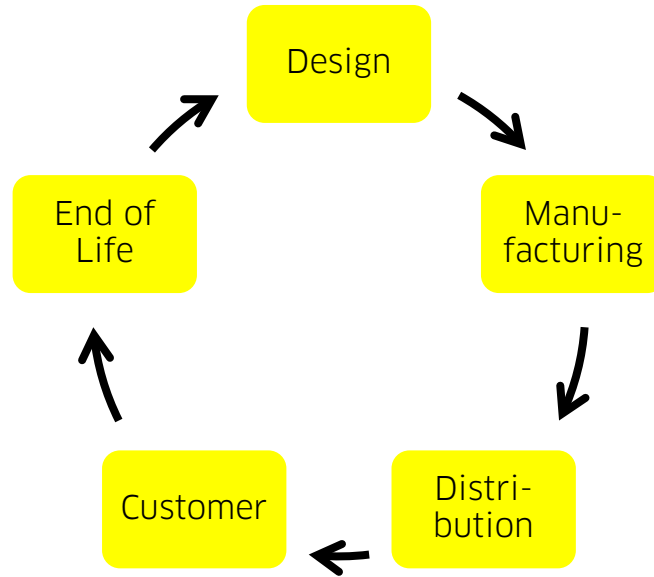
Thinking beyond

Preventive risk  
management

Acting as agreed

# OUR WAY OF COLLABORATION

We would like to integrate our partners in our processes making sure the voice of the customer (VOC) is translated correctly. A common understanding sets base for every preventive actions throughout the whole product life cycle (PLC).



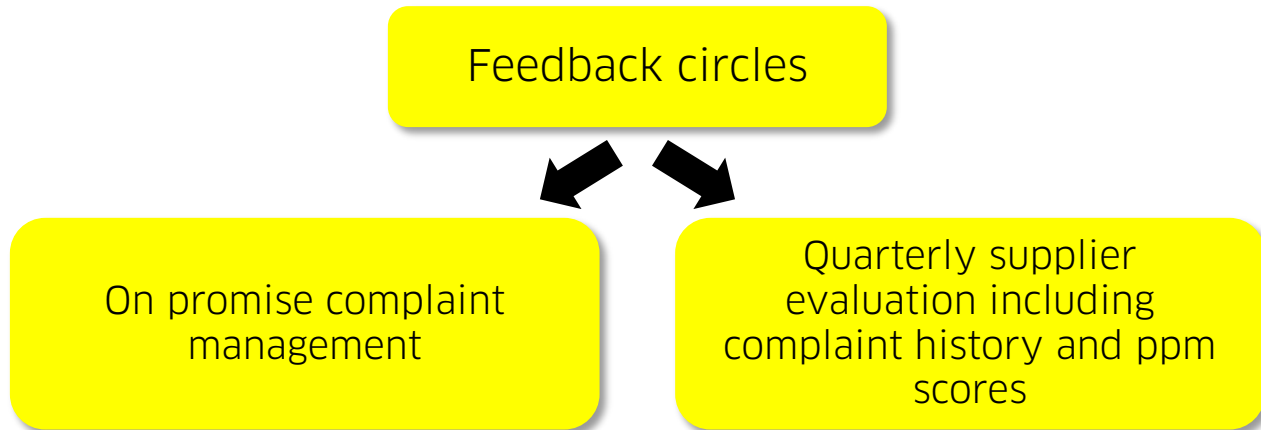
# OUR WAY OF COLLABORATION

Our main focus starts right at the beginning with development projects for new products and services. One of the main tools used therein is Advanced Product Quality Planning (APQP) @ Kärcher, briefly described also in our supplier portal.



# OUR WAY OF COLLABORATION

During series production or manufacturing, a continuous feedback culture is essential for maintaining our quality levels. Besides on case complaint management loops including systematic problem solving by e.g. 8D, a quarterly supplier evaluation is performed indicating the performance of the last quarters.



# OUR WAY OF COLLABORATION

If improvement potentials are identified out of the supplier evaluation, we agree together on how to drive the necessary actions. In general there are three different kind of development actions defined:

## Supplier build-up

Integration of new key suppliers into the Kärcher processes

## Pro-active supplier development

Support of key technology or single source suppliers with quality and value stream processes

## Re-active supplier development

Support of suppliers due to repeating complaints or supply issues



# SUMMARY

In summary Kärcher knows about the importance of its partners in the supply chain. Therefore Kärcher is seeing them as important part in achieving the quality vision, where quality and sustainability is everyone's responsibility to satisfy our customers.

The focus lays on preventive actions and methods instead of re-action. This requires an open and honest communication as well as collaboration and trust.

By integrating our partners in our processes right from the beginning of a new product development project, a common understanding of the voice of the customer shall be assured.

Continuous feedback loops throughout the whole product life cycle including possible improvement projects lead to a sustainable, value adding supply partnership.

**MAKE A DIFFERENCE  
THANK YOU**