

## manufacturing excellence



You can count on us to deliver in terms of price, timing, quality and reliability

**Apex Cordset Technologies' vision is to become a recognized international supplier within the industry through staying closely connected with our customers' need for advanced, safe and cost-effective products.**

Apex Cordset Technologies commits to constantly evolve the cable industry, befitting all walks of life with quality products, backed by excellent service with our foundation in manufacturing expertise. Our supply cord is expertly manufactured to deliver superior power connections to our clients and we are proud to call ourselves the South-African leader in plugs, cordsets and cordset extensions.

### Quality

#### Passion for Quality

We appreciate the safety regulations as determined by the Standards of the products to which we manufacture. Through this we ensure to manufacture our products to be compliant to the relevant standard and market in which it is intended for.

#### Quality Standards

We have high standards and our goal is to sell the highest quality products we possibly can. We define Quality by evaluating: Product Conformance; Safety; Reliability; Appearance and Product Delivery.

#### Satisfying and Appreciating our Customers

##### Professionalism

An approach to work that is informed, knowledge-based and is demonstrated by thoroughness, competence, flexibility, dependability and efficiency.

##### Extraordinary Customer Service

We go to extraordinary lengths to satisfy and delight our customers.

We want to exceed their expectations every time they place an order with us. We realise that by doing so we turn our customers into advocates for our business.

We want to serve our customers competently, efficiently, knowledgeably and with flair.

##### Education

We can generate appreciation and loyalty from all our stakeholders by educating them about safety and performance related issues on Apex Products, and the effects they have on consumers and the environment.

##### Meaningful Value

We offer value to our customers by providing them with high quality products, extraordinary service and a competitive price.

We are constantly challenged to improve the value proposition to our customers.

