

Since its creation, DENIM AUTHORITY has always strived to progress continuously, which has allowed it to reach a leading position in development, manufacturing and sale of finished textile products in Tunisia.

Even so, our company's context is changing, our country is ongoing mutation, and in order to always better meet our customer's expectations, DENIM AUTHORITY has to control and anticipates these challenges in order to pursue this attempt of continuous improvement.

Satisfying our current customers, attract new customers with international standards requirements, developing constantly more innovative products, ensuring the welfare of our staff and acquiring new complementary activities at the core of our basic work constitute as much challenges that our company must rise keeping in mind the idea that will always guide us : the excellence through the permanent satisfaction of our customers and the continuous improvement of the products and services we offer them as well as the consideration of other strategic stakeholders in our management method.

Our company benefits quite naturally from good practices based on new standards requirements and the expectations of most international brands to achieve more ambitious goals:

1. Product's innovation and competitiveness.
2. Customer's satisfaction and continuous listening.
3. Company's sustainability insuring.
4. Mastery of health and safety working conditions.
5. Employee's social rights preservation.
6. Promotion of ecological developments.

Achieving these goals requires:

- Compliance with regulatory, legal and other applicable requirements.
- Development of a preventive culture at all levels.
- Continuous improvement in relationship management with strategic stakeholders.
- Training and coaching strategy that valorise skills.
- Moderate consumption of water, energy and hazardous chemicals, permanent monitoring of emissions, sorting and recycling of waste.

To do this, we take with a strong willingness the commitment to ensure the establishment of a dynamic of progress to support a culture of excellence within our company and to improve our performance at all levels.

We undertake explicitly to give all our support and all material, human and organizational resources necessary for this policy and its implementation on a daily basis in our company.

Every employee of DENIM AUTHORITY through his/her daily activities and professionalism is a main performer responsible for implementation of this policy.

Ras Jebal, 17th February 2021

The General Director

Hatem DAOUD