

The basic principle of our company, which manufactures aluminum bars, rods, profiles, pipes and fittings for automotive, white goods, construction and similar sectors; to adopt continuous improvement and development as a philosophy of life within the framework of the national and international standards it applies and to maximize customer satisfaction.

In line with our principles, our quality policy as Asen Aluminum:

- To produce quality, economical and reliable products in accordance with national and international standards with the principle of zero error, to ship on time and to continuously increase customer satisfaction, by understanding customer needs and expectations correctly.
- In addition to our "zero error" strategy, based on risk-based thinking and preventive activities in quality; to continuously improve our products, processes and quality management system, to be the benchmark for our customers in the sector.
- To increase our performance by effectively monitoring all our processes and to continue our journey of excellence with determination.
- To provide the necessary knowledge and resources to achieve our goals by following new and advanced technologies and contemporary production methods in the world in order to increase our total quality and energy performance.
- To realize environmentally friendly, energy efficient and sustainable production by ensuring the efficient use of resources.
- To determine quality and energy targets, to ensure their dissemination to all levels, and to identify opportunities for continuous improvement by reviewing them regularly,
- To improve our total quality culture by establishing an effective and healthy communication environment,
- Our employees are our most valuable treasure. To keep quality awareness high by supporting the development of our employees through continuous training, suggestion systems and lessons learned, to encourage them for the development of the system and to ensure their active participation in the system.
- By strengthening the data-based decision-making culture, we aim to continuously improve our understanding of quality in the fields of digital transformation, supplier development and sustainability

We are committed to achieving our quality goals, exceeding customer expectations and becoming a reliable and preferred brand in our sector by complying with national and international legal regulations, customer conditions and ethical principles in all activities.

H. GOKHAN ASLAN
General Manager