

R.M.Williams Product Integrity Manual

Introduction Purpose

Section 1 Subsection 2

The Product Integrity Manual has been created and revised during 2015 by Quality Control, Product Development and Sourcing Department, involving other contributors and experts from throughout the R.M.Williams internal and external network

The spirit of this document “The R.M.Williams Product Integrity Manual” is founded upon a legacy of our R.M.Williams Values. This is hopefully evident in the pages through tone and detail which reflects these values:

- *Empathy - Walk in other people's shoes*: both internal & external customers;
- *Originality - Being Authentic & Innovative*: building on long tested processes to address new business needs.
- *Integrity - Doing the Right Thing*: Quality is a key element of integrity both internally & externally;
- *Courage - Standing up for what we believe*; it requires courage from all people involved to preserve and enhance the R.M.Williams Quality reputation over short term profitability.

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Introduction Global Quality Strategy

Section 1 Subsection 3

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- 1.3.1 R.M.Williams brand have and always will be strongly associated with high Quality in the mind of the consumer. R.M.Williams employees and suppliers will strive to maintain this leadership.
 - 1.3.2 R.M.Williams objective is to strive for excellence in all endeavors of our business: in product quality, in customer service, in relations with our employees and suppliers, and in our overall management approach.
 - 1.3.3 Quality is not the province or responsibility of any single functional department: it is the result of the co-operative participation of employees from all functions and all levels. Quality stems from pride, not from a mandate.
 - 1.3.4 Quality is one of our cornerstones, and Management is and will remain deeply committed to it; it is part of our tradition and is fundamental to meet our objectives: Management Earnings and Brand Equity. It is a key prerequisite to our business success.
 - 1.3.5 R.M.Williams quality reputation has been built over a long period of time and must be preserved and enhanced; it cannot be sacrificed for short-term profitability.
 - 1.3.6 R.M.Williams garments will be “Best of Class” for core products and “equal or better to” competition for non core products in each market and product category as perceived by consumers. Merchandising Management will identify core and non core products as well as relevant competition. Supply Chain will develop standards to support the Brand equity.
 - 1.3.7 R.M.Williams will not offer products in any market or category which will diminish, or risk diminishing, R.M.Williams reputation as quality brand.

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Introduction Brand Positioning

Section 1 Subsection 4

R.M.Williams have defined their core / non core products, and therefore their related Quality positioning:

RM.Williams®:

Best of Class for core products: Footwear, All Denim and Non Denim 5-pocket fits, other jeans-wear fits, and shirts

Equal or better to competition for non-core products: all RTW tops and any seasonal bottoms.

Stockyard® :

Best of class for Core Products

- Men's and Women's Footwear
- Men's non-seasonal bottoms
- Women's Basic seasonal bottoms

Equal to Competition for Non Core Products:

- Men's seasonal bottoms and all tops
- All other women's bottoms and tops

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Introduction Key Competitors

Section 1 Subsection 5

RM.Williams®:

Xxx

Xxxx

Xxxx

To be completed at a later date.

Stockyard® :

Xxx

Xxxx

Xxxx

To be completed at a later date.

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Introduction Change Control

Section 1 Subsection 6

1.6.1. Draft

Each Quality Circle Member can submit a change of the Quality Manual to the Quality Circle. He / She will then issue a draft to the Quality Manager, who has one month to approve it. Both in the draft and in the final version will be identified in colors to help identify changes. When the new draft is issued, previous changes are then modified into black fonts.

1.6.2. Change Information

Once approved, the Quality Department sends a mail to the Quality Network, so they can get a copy of the change. The Quality Network refers to any and all persons who have an interest or impact on product quality in Supply Chain, Merchandising and the supplier and sourcing bases. Information is available to everybody through Mails, in hard-copy or in CD-ROM

In case of hard copy of the Quality Manual, the person accountable to update the Quality Manual is asked to acknowledge receipt to the Quality Manager in Adelaide.

1.6.3. Discrepancies

Any apparent discrepancies in the contents of Sections or Appendices should be immediately advised to the Quality Manager in Adelaide.

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Introduction Confidentiality

Section 1 Subsection 7

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Introduction
Updates since last issue

Section 1
Subsection 1.8

Text changes will be **highlighted in BLUE**; this will allow easy identification of the Quality Manual changes when viewed or printed in black & white or colour.

SECTION NUMBER	PAGE NUMBERS