



The Perfect Concrete Equipment Mix

Quality Policy

Danfords is a family run business based in Leominster, Herefordshire, United Kingdom. We have been involved in supplying concrete equipment for over 25 years. We hold exclusive dealerships for several brands, including:

- Cifa Concrete Pumps
- Euromecc Concrete Plants
- Boom Makina Concrete Placing Booms
- Poggi Low Level Cement Silos
- Concrete Batching Systems

We're committed to excellent service, with a skilled service department, extensive spare parts department and a 24/7 backup service. Our team has a "can-do attitude" and we're dedicated to meeting our customers' needs. Our mission is to share our can-do attitude, unrivalled knowledge and experience.

Our quality objectives include:

- **Customer Satisfaction:** We aim to exceed customer expectations with reliable, safe and innovative solutions.
- **Continuous Improvement:** We are committed to continually improving so that we can continue to satisfy and ever improve our customer experience. We are always working to improve our processes, products and services.
- **Compliance:** We will follow all legal and regulatory requirements to ensure the highest standards of quality and safety.
- **Employee Engagement:** We encourage our employees to contribute to quality improvement and maintain a positive work environment.

The systems defined to support these objectives have my active full support. They are under continual review and improvement, however, once defined are mandatory for all personnel. This policy is communicated to all employees and made available to interested parties through our website and upon request.

This policy will be reviewed at least once per year to ensure it continues to meet the requirements of ISO 9001, our customers, interested parties and our objectives.

A handwritten signature in black ink, appearing to read "Dan Fordham".

Dan Fordham
Managing Director
6th August 2026