

EIGHT VALUES of QUALITY



Features
Reliability
Durability
Aesthetics

Perception
Performance
Conformance
Serviceability

THE PURPOSE

FOR PRODUCT:

8VQ sets the internal standard for how we develop and present our gloves.

Externally it's used to start the discussion of partnerships. Talking about the products is secondary to the relationship and value proposition that SW can provide.

If a customer wants a 4mil blue glove they can shop that anywhere. But if they want a glove from a socially responsible company that provides additional value, features and service at no extra charge; then they want SW.

FOR EMPLOYEES:

8VQ sets the internal standard for how we develop and present our ourselves; tying closely to our Code of Conduct

Externally it's a standard that we use to represent ourselves. How we talk, react, deliver in our communications.

Positive experiences are created with every interaction. It should be a pleasure to work with SW even if it is to resolve problems.



FOR the COMPANY:

8VQ is the CORE VALUES that every aspect of the company stems from. How we work and develop products and services, our intentions as a manufacturer and a global company, and the standard we set for out partners.

Externally it is the bullet proof shield that holds the brand together. It elevates everything we do and exceeds everything competitors do.

8VQ paves a path to our company mission statement and goals.

FEATURES

Glove specifications required for its intended purposes.

PRODUCT:

SW gloves are manufactured and tested to provide additional benefits beyond the basic purposes, contributing to the health, safety and peace of mind of a worker.

SERVICE:

With additional features, the scope of usage is increased broadening application and industry uses. It allows for businesses to mitigate occupational hazards.

COMPANY:

More than just hand protection, SW is a total solution provider, including assessing applications, providing data driven answers, and R&D testing.



BENEFITS:

Solution Provider – With additional features, the scope of usage is increased which broadens the application/industry targets.

Value – Providing benefits beyond the basic specifications increase the value of the glove. It makes it hard for other brands to compete. It allows for businesses to mitigate occupational hazards.

RELIABILITY

The ability for SW to perform consistently within applicable specifications.

PRODUCT:

SW gloves do perform consistently. They are tested and have delivered the highest results within their category. Product has proved to exceed under application demands.

SERVICE:

Our orders and communications are processed in less than 24 hours. External restrictions are always relayed to customer. Test results are qualified by third party labs.

COMPANY:

Customers can rely on SW to deliver accurate information in a timely manner. We promote trust and leadership that fosters lasting partnerships.

BENEFITS:

Company Image– There are few things better than a brand who consistently overachieves. This fundamental dimension breeds partnerships and trust.



DURABILITY

The ability to perform and last under specified conditions.

PRODUCT:

SW gloves have been proven to last longer under most conditions, improving the cost effectiveness and value for the user.

SERVICE:

Being able to provide significantly more durable product creates faith in the SW brand and reputation. We create savings by using less gloves, consolidating lines and freeing up inventory shelf space, and making purchasing easier.

COMPANY:

We stand by our product. Defects and accidents can occur, however swift investigations, cause analysis, and compensation of inventory maintain our status as a trusted manufacturer.



BENEFITS:

Faith– Putting on hand protection that you know will withstand the application is priceless. A consumer will repurchase the same product that has proven dependability.

Shock and Awe – When your previous PPE lasted 1 hour, and your new PPE lasts 1 day.

Cost Savings – Using less PPE to do the same job as an inferior product.

AESTHETICS

How SW is presented and perceived by outside entities.

PRODUCT:

A well-presented product increases buyer confidence. If it looks better, than it is better. SW gloves have a better smell, lustrous color, comfortable feel, easy dispensing, and bold packaging.

SERVICE:

Staff are personable and professional over the phone with likable, up-beat personalities. We are someone you want to talk to.

COMPANY:

From emails and flyers to graphics and web, SW communications elevate the gloves and brand by reenforcing the professional appeal of everything people see.



BENEFITS:

Confidence – A well presented product increases buyer confidence. If it looks better, than it is better. This reduces the cause for rejection.

Tangible Impression – When you hold product of superior manufacturing, it transmits a lasting positive response. Go for a test drive. Feel the difference.

Representation – How our staff conducts themselves while speaking in front of customers has a direct effect on the brands quality.

PERCEPTION

Perception is reality.

PRODUCT:

Providing a premium product will only work when it is supported by quality perception. Reviews, appearance, and experience all play into why a consumer would want to purchase SW.

SERVICE:

When we speak it is back with assurance that we are glove professionals with knowledge to assist you. We deliver on promises and expectations.

COMPANY:

The SW brand, mission, values, and goals are all focused on positive experiences through accountability in both what we manufacturer and being a global business.



BENEFITS:

Brand Elevation – So many aspects of business are based off the perception of people and products. It is paramount that SW maintains the highest standard in service and products.

Intimidation – Marketing’s goal is to create a bullet proof untouchable brand that consumers want. Intimidating yes, aggressive no. This will create a new level of expectation in our industry.

PERFORMANCE

SW does what they are supposed to do... and much more.

PRODUCT:

SW has tested and certified gloves to be the best option in many circumstances. Most recently is Fentanyl/Gastric Acid, Low Dermatitis Potential, Forestry Stewardship. This is above and beyond what is expected from a full line of gloves.

SERVICE:

We focus on providing quality service, optimized shipping, and excellent communication. SW is optimized to do this faster with zero mistakes.

COMPANY:

To be true innovators, you must push the threshold of what is expected. SW finds solutions to problems that over deliver on industry demands by employing the best staff available and cultivating an atmosphere for personal growth through educating.



BENEFITS:

Reputation – The opinion of users is crucial in the digital world today. The progression of an end user is: I like, I want, I need. With better reputation, the further the brand value progresses.

Profitability – Higher demand allows for increased profitability as long as the product/company continues to perform and exceed expectations of the purchaser. Profitability is tangible and intangible.



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CONFORMANCE

SW gloves and services conform to the specifications stated.

PRODUCT:

Teams of quality control specialists review and document SW gloves for manufacturing accuracy. Product is also certified for quality and consistency, so the wearer receives the best glove every time.

SERVICE:

Each employee is encouraged to communicate with other departments to foster understanding. The more we understand and relate to customers, the more trust we can build.

COMPANY:

SW is certified for ISO 9001 and we make operations that are systemized for consistency and accuracy through the use of Standard Operating Procedures.



BENEFITS:

Trust– If you introduce a product to a customer and it conforms to the needed spec, then your words can be trusted. This is just as important as having your product trusted to deliver upon its intended specification.



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SERVICEABILITY

SW provides supporting data to justify/clarify products and services.

PRODUCT:

SW products provide a multitude of solutions backed by certifications and data. All data is readily available for download, and professional staff are made available for additional clarification.

SERVICE:

Working to keep initial communications under 24 hours, SW can service requests quickly. ETA's can be created by managers and information can be passed along easily.

COMPANY:

SW provides more free services than any other manufacturer, with a full stack of certified R&D specialists, compliance offers, and experienced manufacturing managers at the ready.



BENEFITS:

Leader – With insights driven by data, brands are positioned as leaders. That data is then harnessed into services to make purchasers informed.

Educated Buyers – A well informed buyer can look at total cost of ownership and see value in a partnership.

Just the Facts – Relevant data to support purchasers, removes questions and makes the purchasing process smoother.



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