

## EeStairs Quality Levels

In the world of specialist customization, quotations may look identical, comparable, and interchangeable. During the delivery phase it can quickly become clear that this is an incorrect assumption.

To avoid such misunderstandings, specialists from EeStairs sat down together with consultants from Boston Consulting Group to ask how EeStairs can provide clarity about our quality level and therefore manage expectations. The quality level needed to be identifiable both internally at EeStairs and externally, from a client's perspective. How do we make something so subjective measurable? What can our clients expect from us and how can that be assessed? By introducing, EeStairs Quality Levels.

## Grades and PVID

As with financial products, there are 4 grades from High to Low: AAA, AA, A and B. In a market where the primary focus is on budget an A quality level is generally accepted. However, for EeStairs the standard is **AA**. In case we offer products in other grades, this will be specifically stated in the agreement.

To achieve a consistent benchmark, we have established a simple measurement method for each grade called PVID or Perpendicular Visual Inspection Distance.

Grade	B	A	AA (Our Standard)	AAA
PVID (m)	12	6	3	1

To provide clarity on quality to all parties we present a graph, illustrated below:

