

# Guarantee of Quality is the Social Responsibility for an Enterprise

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## **Abstract:**

Gree Electric Appliances, Inc. of Zhuhai (Gree) is an international air conditioning enterprise which has integrated R&D, manufacturing, marketing and service. So far, it has developed three brands, namely GREE, TOSOT and KINGHOME, with a wide product range which includes residential air conditioners, central air conditioners, air source water heaters, smart phones, home appliances, refrigerators, etc. Gree's products are widely sold in more than 160 countries and regions, and production volume and sales volume of Gree RAC has ranked No. 1 in global market for 12 consecutive years.

Gree has established T9 Quality Management System and D-CTFP Quality Innovation Drive Theory with the customer's demand and social responsibility as orientation; meanwhile, Gree has created the PQAM – Perfect Quality Assurance Mode, which integrates positive quality drive and negative quality drive to closely control each part in the production for perusing perfect quality. **In the recent three years, Gree has accomplished the following achievements:**

- ① Product quality level is improved increasingly, customer satisfaction is always the No. 1 in the industry;
- ② quality cost is reduced greatly, which helps the net profit to increase ceaselessly;
- ③ 1,541 inspection technologies are independently developed, 427 types of inspection equipment are manufactured, and 9,435 enterprise standards are formulated, in which, 12 standards has become the industrial standard, 20 standards has become the national standard, thus the quality level in the whole industry, including the supply chain, are overall upgraded.

With the self-innovative spirit, Gree has developed 15 international leading core technologies, such as “Mega-kilowatt Nuclear Plant Specialized Water-cooled Centrifugal Chiller”, “Magnetic Suspension Inverter Centrifugal Compressor and Chiller”, “Photovoltaic Direct-driven Inverter Centrifugal Chiller”, etc.