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Suntech's Quality, Value Key to Brand Loyalty

Aristotle said: "Quality is not act. It is a habit."

One company said: "Quality is our main focus, is everyone's responsibility."

For the past 18 years, Suntech has taken every step necessary to ensure industrial upgrading through technological innovation. Given the increasingly harsh cost competition, Suntech always insists on using top-class reliable materials and superior advanced manufacturing technology to produce high-quality solar modules. Every module goes through 52 product-quality checks. Advanced full HD 16-megapixel equipment is adopted to conduct the EL test. The most stringent quality inspection is conducted to ensure the reliability, conversion efficiency and service life of every module. In addition to product tests in the company's labs, Suntech's products also go through level-6 salt spray, LID and ammonia tolerance tests by world-famous third-party institutes. They can endure high temperature, strong wind, snow, saltwater corrosion and other harsh climate conditions.

Suntech has, over the past 18 years, witnessed the ups and downs of the photovoltaic industry. However, despite the ups and downs, Suntech has never rested on its laurels or been hampered by failure. Today, Suntech still adheres to the first generation's desire to forge ahead, innovate constantly, pursue quality and ensure better customer service. In terms of product management, quality is inspected strictly and problems are punished heavily to meet quality requirements from raw materials to finished products. A 12-year warranty for product quality, a 25-year linear warranty and an industry-leading 30-year warranty for double-glass modules are promised to customers. In the face of increased cost pressure, many enterprises begin to use cheap and inferior raw materials, but Suntech never compromises. All departments work together to control the quality of raw materials. Quality requirements stipulate that the purchasing department look for and choose quality suppliers. Everything proceeds on the basis of quality. From product quality certification, sampling and small-to-middle batching to factory inspection, all links are connected in an orderly manner. All departments work together to provide customers with highly reliable, cost-effective products, and together we strive to protect and maximize our customers' interests.

For the past 18 years, Suntech has stuck to a customer-oriented management philosophy.

The company advocates everything for manufacture and manufacture for customers. Production-line delicacy management is performed comprehensively. On the manufacturing side, Suntech ensures prompt responses to customer requirements and changes. In terms of customer contact, Suntech has a professional, international customer-service team. With customer satisfaction as the company's value orientation, a bridge for positive communication between customers and the company is built to truly put the customer-oriented management philosophy into practice. Suntech has set up customer-service centers in Cologne (Germany) and Stockholm (Sweden), which brings us closer to our customers and builds a service platform for information and resource sharing, so that we can provide perfect services throughout the service life of our solar modules. Suntech is there for customers whenever they need us.

Time continues to pass, but Suntech's quality-first and customer-oriented philosophy will be passed down. Suntech will continue to be a responsible enterprise that makes quality products. The Suntech brand is the bedrock of quality beneath the river of time. It's the embodiment of perseverance despite any storm.