


WE ARE
PRIMERUS™
Quality

It has been said that accountability drives quality, which is another way of saying that excellence and value are the twin yardsticks of the second pillar of Primerus™.

Quality is a distinguishing characteristic that is the product of high intention, sincere effort, intelligent direction, and skillful execution. It is always by design and never by accident.

As a character trait, quality is a measure of commitment, dedication, desire, and attitude. It also reflects a willingness to sacrifice for the common good, and to expect a level of excellence in everything undertaken.

In essence, quality is the standard by which our work is measured, and our character and commitment are judged.