

MISSION, VISION & VALUES STATEMENT

MISSION:

To provide sustainable, quality, innovative and healthy ceramic architectural solutions, in collaboration with customers and prescribers, while creating quality and high-value employment.

VISION:

To be leaders on quality and service in ceramic products, providing optimal solutions for exterior and interior spaces: tiles, skin of buildings and swimming pools. Facilitating the achievement of the SDGs, especially by contributing to the decarbonisation, as well as to the health and well-being of all stakeholders.

VALUES:

- Achievement of the highest level of satisfaction among customers, employees, shareholders and suppliers
- ESG sustainable through a balance between social welfare, environmental care and economic growth
- Socially responsible with the people employed (health and safety, quality employment, training,...), with the environment (circular economy, energy efficiency,...) and with Society
- Committed through continuous improvement towards Excellence
- Innovation in products and processes through a profit reinvestment strategy, and applying and developing state of the art technology
- Teamwork involving all employees in collective effort
- Honesty, sound judgement, consistency, transparency and legal compliance
- Committed to the [UN Sustainable Development Goals](#)

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