The policy of LAUFEN CZ s.r.o.

is based on the vision of LAUFEN CZ

JIKA

Jika is the brand we stand for.

The basis of the vision and strategy implementation in LAUFEN CZ s.r.o. is the orientation on:

customer, market, and service

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employee

▼

system and process

▼

product and supplier

▼

social responsibility

▼

prevention of pollution and damage to the environment

▼

the energy policy of the company

Product quality is considered to be a significant competitive advantage in our company and has the highest priority. Based on our company‘s tradition and high quality requirements for our products and services, our customers are fully aware that a responsible approach to all activities is a prerequisite for achieving customer satisfaction, our competitiveness and the success of our company.

In addition to economic considerations, the management of the company considers the company‘s position as a top priority for all its customers, employees, suppliers, offices and their immediate surroundings, especially the environment. That is why, together with all employees, it is intended to ensure that all activities associated with its business activities are carried out in such a way that the environmental performance of these activities is as smooth as possible and constantly improved.

We focus on customer, market and service

- customer knows our strengths, the quality of our products and services. Information and service are provided to the customer at the highest professional level.
- we constantly take the leading position in the market as a supplier of bathroom equipment
- we are satisfied only when we reach the satisfaction of each of our customers and when our products and services are recommended by our customers
- we constantly monitor our customers‘ requirements as well as the market situation
- all manufacturing processes, products and our business activities comply with the requirements of valid Czech and European legislation

We are focused on employees

- we choose our employees according to both professional and high human qualities, which include, among other things, education, experience, honesty, teamwork, responsibility
- employees are the driving force behind the company‘s performance as a result of their skills and extensive and ongoing training
- we maintain good communication with each other and advocate an open information policy - facilitated by simple and flexible organization
- we formulate goals and make decisions with the participation of the employees concerned

We are system and process oriented

- by continual improvement of processes, used procedures and technical equipment, training and qualification of all our employees, regular monitoring and analysis of the achieved and planned results we are constantly working on the development of management system in the product quality and environmental areas
- the leading role in the implementation and improvement of the management system is taken by the management of the company with its support in developing the process system within the company organization and by providing all the necessary resources. All processes within LAUFEN CZ s.r.o. are therefore defined, described and regularly reviewed with the participation of the persons concerned. This also ensures the functioning of the management system at all levels of the company‘s organization.
- all employees participate and continuously improve the system and process optimization, have their responsibilities and competences defined and documented in the form of organizational structure in the company, responsibility matrices and work responsibilities.

We are focusing on product and supplier

- the range of our ceramic and non-ceramic products for bathroom equipment is constantly being renovated and, within our business strategy, we are expanding our range of products
- we closely monitor market developments, deliver competitive products, carefully select suppliers, flexibly plan and manage processes directly related to the product and our suppliers
- with our suppliers we apply an open information policy in the framework of the implementation of positive supplier - customer relations
- the quality of our products is more important to us than the short-term increase in turnover
- when purchasing products, we take into account their energy efficiency

We are socially responsible

- we actively cooperate with the regions where our company operates
- our company‘s relationships with cities are a priority for us
- we try to support apprenticeship, secondary and college disciplines involved with ceramics
- we appreciate former specialists and retirees

We are focused on preventing pollution and damaging the environment

- our production technologies are environmentally friendly and in the production processes the principles for sorting and collecting waste are strictly adhered to and we try to prevent them from arising
- it is a matter of course meeting all the requirements of valid legal and other regulations issued for the protection of the environment that relate to the activities carried out by our company
- we constantly pay attention to operations and activities with a real danger of pollution of the environment. The company management regularly evaluate the environmental aspects of each activity and take action to minimize them.
- we strive for the efficient use of raw materials and energy. Particular attention is paid to the reuse of waste from ceramics production.
- company employees are educated and motivated to contribute to their continuous improvement in the company‘s environmental profile and to be aware of the potential consequences of non-compliance with established procedures
- the management of the company considers it its duty to cooperate and communicate with all external stakeholders regarding their legitimate environmental requirements

We focus on the energy policy of the company

- an important aspect of development is found by the management of the company in the Energy Management System - this is a system of measures leading to the reduction of the energy performance of the organization and the constant increase of its energy efficiency
- this system is based on a complete overview of the consumption of all equipment, improving the monitoring of consumption in all activities and thus the possibility of general energy savings

Approved by: **Luis Sergio Castro**
Managing Director of Laufen CZ s.r.o.