

# **The policy of LAUFEN CZ s.r.o.** is based on the vision of ROCA group

**The basis of implementing vision and strategy in LAUFEN CZ s.r.o.  
lies in focus on:**

**Customer, market and service**



**Employees**



**System, process and constant improvement**



**Product and suppliers**



**Social responsibility**



**Prevention of pollution and damage to the environment**



**Energy management**

Based on our company's tradition and high quality requirements for our products and services, we are fully aware that a responsible approach to our activities is a prerequisite for achieving satisfaction of customers and all the stakeholders.

By adopting an active approach to the requirements and expectations of stakeholders we are creating an environment for setting and reviewing strategies, policies and goals. Thanks to this systemic approach we achieve the results planned in all areas of our activities, including environmental and energy management.

## **We focus on the customer, market and service**

- we continuously monitor the requirements and needs of our customers in an aim to increase their satisfaction, just as the market situation
- we constantly strive to take a leading position in the market as a supplier of bathroom equipment
- we are satisfied only when we achieve the satisfaction of each of our customers and when our products and services are recommended by our customers
- we provide a professional service and information to our customers
- all production processes, products and our sales activities are in compliance with the requirements of valid Czech and European legislation

## **We focus on employees**

- we select our employees according to professional and best human qualities, which include education, practice, integrity, teamwork skills, 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 amongst ourselves, are advocates of an open information policy, create goals and make decisions with the co-participation of the employees concerned

## **We focus on the system, process and constant improvement**

- through constant improvement of processes, procedures and hardware, training and qualifications of all our employees, regular control and analysis of achieved and planned results we work to develop the integrated management system
- a fundamental role in the improvement of the integrated management system is held by the company's management which supports and provides all essential 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 organisation.
- employees have the opportunity to contribute to the improvement and optimisation of the integrated systems and processes.

## **We focus on the product and suppliers**

- we constantly update the scope of ceramic and non-ceramic products offered for bathroom fittings and expand the offered range of products as part of our sales strategy
- we closely monitor market development, 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 as part of the implementation of positive supplier - customer relationships
- when purchasing products, raw materials or equipment, we bear in mind their environmental nature and energy consumption.

## **We focus on social responsibility**

- we actively cooperate with the regions where our company operates
- we integrate social and environmental aspects of everyday activities
- we strive to support apprenticeship, secondary and university ceramics courses
- we appreciate former specialists and retired employees

## **We focus on prevention of pollution and damage to the environment**

- our production technologies are environment friendly and in all processes we are consistent in adhering to the principles of sorting and collection of waste as well as striving to prevent it
- 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 goes without saying
- we pay constant attention to operations and activities where there is a real risk of environmental pollution. The company's management regularly evaluates the environmental risks of each activity and takes action to minimize them.
- we strive to ensure the efficient use of raw materials, energy and water. We pay special attention to the recycling of water, materials, enamels and semi-finished products in the production of ceramics
- company employees are educated and motivated to contribute in their activities to the continuous improvement of the company's environmental profile and to be aware of the potential consequences of non-compliance with established procedures
- the company's management considers it its duty to cooperate and communicate with all external stakeholders regarding their legitimate environmental protection requirements

## We focus on energy management

- The company's management sees the energy management system to be an important aspect of development – this is a system of measures which, among other, includes measures leading to an increase in the company's energy efficiency.
- We monitor energy consumption and adopt energy fields and plans leading to the increase in energy consumption and reduction of energy needs and costs
- We have a vested interest in the life-cycle of our products and constantly work on our sustainability project
- we explore new ways of utilising alternative sources of energy
- in our actions and behaviour we avoid any potential energy emergencies

Approved by: **Luis Sergio Castro**



Managing director LAUFEN CZ s.r.o.  
Prague, 1<sup>st</sup> March 2021