



## **QUALITY AND ENVIRONMENTAL POLICY**

The sole, exclusive aim of **APE CERÁMICA**'s Quality and Environmental Policy is to achieve maximum customer satisfaction by meeting their expectations and avoiding environmental impacts.

We have achieved this, and we will continue to do so by applying our philosophy based on:

### **MISSION:**

**To best meet the needs and demands of ceramic decoration through a broad selection of top-of-the-range and medium-to-high level designer products, differentiating ourselves in terms of Quality and Service (design, customer service, advice, product presentation, availability, adaptability, innovation and sales support).**

### **VISION:**

**To be a Spanish company that is a global benchmark in the marketing and distribution of ceramic products.**

### **DIFFERENTIATING VALUES:**

**Quality and Service: design, customer service, advice, product presentation, availability, adaptability, innovation and sales support.**

The management team at APE CERÁMICA is committed to:

- Complying with applicable laws and regulations, including environmental and other voluntarily requirements.
- Protecting the environment, including the prevention of pollution and other relevant specific commitments by optimising the consumption of natural resources.
- Continuously improving the management system.

This business strategy will enable us to increase daily our market position and stand out from our competitors.

The management team at APE CERÁMICA **is actively involved in the implementation of the quality and environmental management system in compliance with European Standards EN-ISO 9001 and UNE EN ISO 14001 to guarantee the quality and improvement of services in an environmentally friendly way.**

This Policy should be understood and accepted by everybody, and this management team will be the first to take on board the guidelines described.

José Miguel Pellicer  
Managing Director