

Management commitment:	TopCer management promotes the involvement and motivation of all workers in the accomplishment of its policy and objectives.
Company mission:	Conception, manufacturing and trading of porcelain wall and floor tiles, ensuring that the needs and expectations of our customers and other stakeholders are met, following the statutory and environmental regulation and other requirements subscribed by the company.
Product quality:	To establish methods of product quality control, ensuring their conformity with the established requirements.
Customer service:	To strengthen customer service excellence, internally and externally.
Information and communication:	To ensure the efficiency of internal and external communication and awareness, ensuring their update, availability and integrity.
Privacy:	To respect privacy, ensuring the accomplishment of the principles of processing personal data and data subject rights.
Training:	To promote and encourage training and professional development of its workers.
Competitiveness:	To improve product competitiveness by promoting innovation, quality, productivity and optimizing resources, always considering environmental aspects.
Environment:	To ensure environment sustainability, including pollution prevention.
Hygiene, health and safety:	To promote and encourage awareness of occupational hygiene, health and safety.
Continuous improvement:	To continuously improve the efficacy of Integrated Management System and environmental performance.

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