

<b>Management commitment:</b>	TopCer management promotes the involvement and motivation of all its workers in the accomplishment of quality policy and objectives.
<b>Company mission:</b>	Conception, manufacturing and trading of porcelain wall and floor tiles, ensuring that client needs and expectations are satisfied, following normative and legal requirements.
<b>Product quality:</b>	To establish product quality control methods ensuring its conformity with normative and legal requirements.
<b>Customer service:</b>	To strength the customer service excellency, internally and externally.
<b>Information and communication:</b>	To ensure the communication efficacy, internal and external, guaranteeing the adequacy, availability, actualisation and integrity of supplied information.
<b>Training:</b>	To promote and incentivate schooling, training and professional valorisation of its workers.
<b>Competitivity:</b>	To improve product competitivity by promoting the development of new products and its design and innovation, as well as quality, productivity, resources optimisation and defect minimization.
<b>Environment, health and safety:</b>	To promote and incentivate awareness of environmental and occupational health and safety.
<b>Continuous improvement:</b>	To improve continuously the efficacy of Quality Management System.

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TopCer Management