

MISSION, VISION AND VALUES OF GRES ARAGÓN

MISSION:

To provide quality architectural ceramic tile solutions that are both innovative and environmentally sustainable, whilst also generating employment.

VISION:

To become industry leaders in terms of products, quality and service, developing and applying the best production processes available.

VALUES:

- To guarantee the highest degree of satisfaction for customers, suppliers, employees and the company
- A commitment to quality based on ongoing improvements aimed at achieving Excellence
- Innovation in products and processes through a profit reinvestment strategy
- Teamwork involving all employees in collective goals
- Environmental responsibility
- Honesty, sound judgement and coherence
- Contributing to local development through global action



Marco A. Lahoz

General Manager