

Goal

To consolidate Cercol's position among the leading companies nationwide, specifically developing the sector of products dedicated to the laying of ceramics, natural stones and to the substrate preparation.

Strategy, based on 3 main priorities:

- Strong effort in the development and industrialization of new eco-friendly products, safe for the environment, the layers and the end users, with minimized emissions of volatile organic compounds;
- Organization of a sales network made up of people with a winning "team spirit" but, above all, ready to give immediate technical and commercial replies, focused on living up to current expectations of the customer and on anticipating the future ones, able to manage any possible commercial overlapping with the Mother Company in order to maximize the result for Mapei Group;
- Customer loyalty: through high quality products and services supply, and supporting an assiduous technical assistance with incentives and promotional offers targeted at consolidating the collaboration with Cercol.

Implementation, based on the following principles:

- To manage the activities and the relevant resources as efficient and effective processes, involving the collaborators in the achievement of the targets and of a continuous improvement of performance and results, to satisfy the expectations both of external and internal customers;
- To manage the manufacturing equipment and the warehouse in a flexible and organized way, in order to make the whole range of Cercol's products always available;
- To promote Cercol's mark through targeted and of the utmost effectiveness advertising investments;
- To ensure the observance of the laws, specifically looking after environment and health defence and the safety of collaborators, customers and other interested parties;
- To go up and up in the market even through the achievement of product certifications on the subject of quality, safety and environment;
- To implement and improve the Management and Quality System in order to conform it to the Mother Company's requirements and to ISO 9001:2008;
- To adopt and maintain a Management, Environment and Safety System that conforms to the certification requirements according to ISO 14001;
- To adopt and implement the Parent Company's guidelines in order to make the exchange of information, the use of resources and developed expertise more and more effective.

Umberto Strucchi
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