

QUALITY AND ENVIRONMENTAL INTEGRATED POLICY

MISSION

The main objective of IBERITAL is to be a leading player in the market of professional coffee machines, creating a strong and loyal brand with innovation attributes.

VISION

Pursue the ambition to serve the best energy-efficient commercial espresso machine, providing healthy coffee and introducing high technology, aesthetic and technological design, to achieve a healthier, more friendly and more efficient future, which implies:

- Reduction of energy level.
- Avoid the migration of heavy metals to coffee.
- Information technology. Connectivity of the machines.
- The best quality coffee and infusions.
- Aesthetic image and ergonomics.

PRINCIPLES

- Delivery of high quality products and performance with the correct segmentation to meet the unique needs of customers.
- Promote the external growth of the Spanish market with professional coffee machines.
- Apply innovation in the knowledge of market trends.
- Improve the image and the perception of added value.
- Creation of a strong network of distributors and close relationship agreements with partners around the world.
- Ensure the best service in the local and international markets in the management of spare parts.

COMMITMENTS AND STRATEGIC LINES

ORIENTATION TO RESULTS

Ensure sustainable growth and performance in the short, medium and long term, to consolidate the current business model based on reactivity and service.

ORIENTATION TO THE CUSTOMER

To work more closely in relations with external stakeholders (customers and suppliers) developing a culture that facilitates innovation, quality of service and differentiation in the market.

ORIENTATION TO EFFICIENCY

Improve the competitiveness of the organization by professionalizing its structure, measuring and improving the performance of its processes.

ORIENTATION TO THE EMPLOYEE

Improve the work atmosphere through internal communication, transparency and delegation. Search for new forms of teamwork, and establish remuneration policies based on known and formalized objectives.

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OPERATING VALUES

We will support and develop an organization that:

- Is focused on continuous improvement.
- Is directed to satisfy the expectations of the clients and comply with the applicable legislation.
- Is based on teamwork.
- Communicate openly and stimulate responses.
- Ensure adequate training.
- Offer a safe work environment.
- Encourage initiative, innovation and creativity.
- Recognize individual and team achievements.
- Delegate decision making to the lowest competent level.
- Commitment to prevent pollution, with a life cycle perspective.

To achieve this, we will set the indicators corresponding to each of the measurable parameters to which we will assign values that will constitute our objectives of Quality and Environment for the period set.

Objectives of Quality and the Environment that will be reviewed jointly in pre-set periods.

The relations of our organization, internally with our collaborators and externally with subcontractors, suppliers and clients, will be honest, objective and straight, always recognizing the dignity of the person as a member of the team.

We admit that these are the shared values within the **IBERITAL** organization.

 20/05/2018 Rosa Farré Llor <i>Dir. Operac. y Financiera</i>	 20/05/2018 Blai Farré Llor <i>Dirección Técnica</i>	 20/05/2018 José Ruiz Díaz <i>Dirección Comercial</i>	 20/05/2018 Rafael Muñoz <i>Dirección I+D.</i>	 20/05/2018 Aurora Farré Llor <i>Dir. Mark. y RRHH</i>
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