

ISO 9001

BUREAU VERITAS
Certification



QUALITY MANAGEMENT SYSTEM
CERTIFIED TO ISO 9001 : 2000



R.A.K. CERAMICS



Environmental Policy

RAK CERAMICS, a global leader in the ceramic industry, is committed in promoting sustainable developments while doing global businesses without compromising the protection and preservation of the environment for the future generation. The organization will carry out all its business activities towards the fulfillment of customer satisfaction on the quality of products & services and ensuring safe working conditions.

VISION & MISSION

We will uphold the stature of being a responsible world-class organization backed with uncompromising determination to exert efforts on the following objectives:

- Strongly operates within the controlled environmental condition.
- Optimum utilization of raw materials, supplies, equipment and energy.
- Rational acquisition of modern environmental compliant automated state of the art technologies.
- Ensure sustainable, safe and healthy working environment.

COMPLIANCE

It is the purpose of **RAK CERAMICS** to operate an Environmental Management System which will serve as framework for managing its global operations to ensure safe and healthy working environment as well as to demonstrate continual compliance with the requirements of ISO 14001:2004, including other applicable legal and regulatory requirements.

CONTINUAL IMPROVEMENT

We will review our environmental targets & objectives as part of our commitment for continual improvement. We express keen interest in supporting the rest of responsible entities in the world which advocates environmental protection, especially reducing the green house effect. We will find ways to implement efficient & economical practices of global Supply Chain Management system. This Environmental Policy will be communicated to everyone, including our customers & suppliers, and provide adequate training to every employee in order to enhance their awareness.

In **RAK CERAMICS**, Protection and Preservation of the Environment is a prime commitment of every employee.

DR. KHATER MASSAAD
CHIEF EXECUTIVE OFFICER

31st July 2007



R.A.K. CERAMICS



QUALITY POLICY

RAK CERAMICS believes in the principle that business organizations depend on their customers and therefore should be able to perceive the current and future customer needs, capable to supply customer demands and even surpass *customer expectations*.

VISION & MISSION

Excellence is a way of life at RAK CERAMICS. It knows no boundaries nor it is a fixed standard. It is a state that is continuously changing and evolving. It pushes us to reach even more challenging standards of performance. As a *Global Leader* in the industry, we stand committed in all our endeavors to:

- Excel in providing *high-quality products and services* so as to provide the best value for money.
- Excel in the use of the *best technology* to create the most innovative products and designs.
- Excel in our *role and responsibility* by creating in every employee the skills, the will and the *"Passion to Excel"* by benchmarking to still higher levels of performance and creating *"The Future Today"*.

COMPLIANCE

It is the purpose of RAK CERAMICS to operate an accredited quality management system that will serve as framework for managing its operations to assure total quality management within the company and demonstrate continuous compliance with *ISO 9001:2000 Quality Management System Standard*.

CONTINUOUS IMPROVEMENT

RAK CERAMICS will ensure that the principle of continual improvement is established through cohesive and efficient quality objectives. Quality objectives include:

- Progressive dealings with our valuable customers to strengthen relationships towards customer satisfaction.
- Constantly endeavor to minimize wastage in all parts of the operations and to maximize output with high percentage of "A" grade, by improving everything we do and adapting the right-first-time approach.
- Efficient supply chain management system to offer best quality products and services in the global market.
- Exceptional use of the best automated technology to produce innovative product and design.
- Adequate training for every employee to enhance their capability and flexibility to perform their duties and responsibilities.

In RAK CERAMICS, quality assurance is the responsibility of every employee and customer satisfaction is first in every decision!

Dr. KHATER MASSAAD
Chief Executive Officer