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SYSTEM QUALITY

The management considers quality the fundamental element of the business strategy and, for this reason, promotes compliance to this at all levels of the organization. Aware of its role, disseminates and supports the commitment to meet the requirements of the Management System for Quality, pursuing continuous improvement, in order to maintain a high level of satisfaction of stakeholders.

VISION

Representing excellence in glass production and decoration and becoming a point of reference for customers, partners and competitors.

MISSION

Create and increase consensus towards Cerve.
Inspire creativity, passion and optimism.

- People: to become an ideal workplace, where people are inspired to give the best, to expand and evolve their internal skills.
- Portfolio: to offer innovative and quality glass items and decorations, which anticipate and meet the wishes and needs of customers.
- Partners: create a winning network of customers and suppliers, generating lasting mutual value.
- Environment: becoming a conscious company that makes the difference by helping to build a sustainable community, operating with a view to environmental protection.
- Profit: Pursuing profitability as an indispensable tool for the growth of the organization. Maximize long-term return for the shareholder in awareness of our global responsibilities.
- Productivity: becoming an innovative, integrated, effective, lean and dynamic organization.

Working with the market in mind

- Act quickly
- Be responsive to changes
- Have the courage to change course when necessary
- Transforming dissatisfaction into a search for improvement

The Chief Executive Officer
Dr Francesco Allegri