



## ▶▶▶ IRIS CERAMICA

### INTERVIEW WITH IRIS CERAMICA QUALITY MANAGER ARMANDO BERGAMINI FOR BUREAU VERITAS

#### THE CUSTOMER'S NEEDS

Iris Ceramica is the head of a multinational group founded in 1961, now a world leader in the production of enamelled ceramics and man-made marbles, granites and precious stones for covering floors and walls in residential, commercial and industrial projects.

With a selection of more than 50 collections including over 2500 articles, Iris Ceramica promotes the prestige of Italian-made quality all over the world, renewing its commitment to creating ceramics of high technical and aesthetic quality characterised by the excellence of advanced design every day: an achievement recognised by international awards and certifications.

Iris Ceramica's top quality products are successfully distributed all over the world by a vast network of resellers, and the company is the preferred supplier of major international purchasing groups.

#### CERTIFICATION AS A TOOL

Iris Ceramica products combine the innovation of advanced technologies with the know-how of traditional craftsmanship, meeting the strictest sustainability regulations applicable to both processes and products. Iris Ceramica has made excellence in QHSE its most important goal, focusing on high quality materials and services and obtaining results that are recognised by its highly demanding, attentive clientele.

Starting with ISO 9001 certification in 1998, Iris Ceramica's entire productive process has been ISO 14001 certified for environmental management and attested by EMAS.

Always aware of the market's latest new demands, Iris Ceramica has chosen to undertake the path of conformity with the international standards of building biology, focusing on eco-friendly products.

The environmental properties of Iris Ceramica materials conform to LEED and HQE® requirements.

Today everyone is talking about Green Building, but only a few companies in Italy – unlike other countries – are truly committed to eco-friendly building. Iris Ceramica is in the vanguard in a sector, construction materials, which is one of the most strongly committed to this policy.

#### What drove you to undertake the process of obtaining HQE® certification for your products?

Approaching green certification for our products was a natural evolution of the company's environmental orientation.

Ecology = Economy, the company's founder Romano Minozzi has always said, and the equation is still producing positive results for the group.

The market is now starting to demand this kind of certification, especially abroad, and Iris Ceramica is prepared.

#### HQE® certification is a definite guarantee of the excellence of your materials. At the same time, though, this kind of certification is not yet common on the Italian market, and like any bold new choice, there is a risk that it will not be understood and appreciated by the market. How do your customers perceive the value of this certification?

End users are not yet aware of these issues, and make their purchasing decisions on the basis of other criteria. Awareness of these issues may be found upstream today, in an enlightened policy regarding choice of materials. Iris materials get the attention they deserve in the context of active environmental policies. And this is the context we need to lay the foundations for a more widespread awareness of the importance of environmental issues, producing demand for environmental sustainability among end users too, guiding them in the choice of eco-friendly materials for their homes.

#### Have certification and the process of obtaining it brought benefits for your organisation, in terms of management and productive processes?

The added value contributed by certification, by any kind of certification, is precisely the improvement it brings in organisational terms, thanks to development of a global system of managerial practices permeating all levels in the organisation and guiding all processes toward achievement of the company's mission.

#### Why did you choose Bureau Veritas Certification?

Bureau Veritas is an international Iris Ceramica partner combining international recognition with a direct, participatory approach to Iris Ceramica in Italy permitted by in-depth familiarity with the sector and the local market.