

RUBENA a.s. Hradec Králové Top Management respects the quality and EMS policy as declared and undertakes to provide needed resources for its meeting.

MANAGEMENT ORGANIZATION

- Always improve organizational and management structures of the company in order to meet customer needs.
- Create proactively the company culture and implement it in everyday life.
- Continuous improvement ranks among the essential priorities of our company in all activity spheres including environmental protection, pollution prevention, and meeting all mandatory duties.
- Determine, analyze and solve risks in all company areas and processes..

PERSONNEL DEVELOPMENT

- Recruit and stabilize personnel in needed numbers and adequate qualification structure in response to production needs.
- Focus on improving personnel qualification in the personnel development area.
- Take adequate care of key people.
- Arrange for education of new qualified personnel via graduate programmes.
- Creating good working conditions, assist in stabilizing personnel and their satisfaction; through fire prevention, prevent emergency situations resulting potentially in negative environmental impacts. The improvement of working environment hygiene is an integral part of our activities.
- Develop team collaboration.
- Develop the company loyalty.
- The company strives to create the value added for our shareholders, without lowering the high standards of its environmental and social responsibility based on the Code of Conduct and company management rules and principles. The Code of Conduct applies to all employees, officers and management members, always and in any markets. The Code of Conduct is available in regulation No. 202.2.10 of the controlled documentation.

BUSINESS ACTIVITIES

- Prefer contracting partners applying the same principles in the quality system, environmental protection and environmental management areas.
- Surpass customer expectations.
- Meeting agreements and business obligations is a matter of course.
- Organize and build sales activities in compliance with Rubena customer expectations, i.e. for:
 - OEM: customer-oriented structure,
 - Consumer goods and spare parts: territorial or commodity structure.
- Strengthen and develop relations with existing and potential business partners via targeted business policy.
- Consolidate Rubena position in selected markets via subsidiaries.
- Try to increase the share of higher series orders.
- Look for potential strategic partnerships for those product groups that are not Rubena priorities or that will not be developed in future.
- Continuously reduce costs in metal parts and special chemicals purchasing.
- Use synergy effects in business activities together with subsidiaries.
- E – business.
- Strategic focus of the company on automotive customers.
- Expand sales territories and optimize production programme structure in collaboration with Savatech company.

TECHNICAL DEVELOPMENT

- Arrange for higher level of specialization by commodity organization of R&D.
- Continuously build R&D ready to solve customer problems.
- Develop testing.
- Strengthen the areas of developing compounds with the high use value.
- Implement advanced technologies with higher share of automation.
- Minimize activities without the value added by the development of stable and optimized processes in production, increase productivity of labour and continuously reduce costs.
- Use benchmarking to compare Rubena with competitors.
- Increase the share of „Black box” development.
- Ensure zero defect principle in planning product and process development and continuously provide proces stability in production.
- Implement efficient planning mechanisms in development, thus contributing to the continuous reduction of reject rate.
- Create preconditions for the elimination of negative process and product impacts on environment and occupational health and safety of all employees, consistently complying with valid legislation at all stages of production preparation and realization.

PRODUCTION

- Continuously arrange for 100% performance of deliveries in specified quantities and quality as requested by the customer via the organization of work in production.
- Continuously reduce complaints.

QUALITY AND ENVIRONMENT

- Continuously check processes and products by means of system, process and product audits.
- Establish suitable corrective and preventive actions to minimize losses from internal and external defects.
- Based on statistical control results, reduce checking frequency and range.
- Monitor and implement customer and legal requirements.
- Improve electronic assistance for quality and environmental system control.
- Continuously improve work with suppliers and the quality management system.
- Continuously reduce technological waste from rubber production.

ECONOMICS

- Controlling economy using the financial plan and controlling tools, arrange for continuous improvement of processes, thus achieving the reduction in costs of all kinds.
- Via the company financial policy, arrange for the conditions allowing the realization of investment projects.