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Roca is a commercial Agency with more than 80 decades of experience, marketing in Spain and Portugal different products manufactured by first class European Companies, leaders in their respective sectors, offering personalised techno-commercial services and creating a direct link with their customers, in complete transparency, contributing to the supply chain with the maximum added value.

Such products are addressed to several Markets, such as Mechanicals and Structurals, Oil & Gas, Petrochemical Industry, Vehicles Manufacturing, Defence and Aeronautical segments, as well as both traditional and renewable Power Generation Infrastructures.

Roca Management considers the Quality System a way to organize the Company's operation/performance, takins as founding pillars Quality of its services, customers satisfaction, as well as the continuous improvement of System's effectiveness. Therefore, Roca's Quality Management System is based on:

- The achievement, maintenance and improvement of the quality level wished by the Company can only be obtained with the compromise and participation of all the Staff and by benefiting of their creative potential and their abilities.
- Quality is reached by planning, executing, reviewing and improving the Management System to prevent possible mistakes and failures.
- Accomplishment of legal requirements and applicable regulations.
- Compromise towards the Satisfaction of all our customers, by the engagement of all the Organization to accomplish their needs and desires, as well as legal and regulatory requirements in addition to those of the Products themselves.
- Continuous improvement is a permanent target of all the team and referred to all activities developed at Roca, regardless of each individual functions and responsibilities.
- Noca Staff, independently from their functions and responsibilities, must analyse the data at their disposal connected with their activities in search of possibilities of improvement.
- Our compromise with Quality leads us to pay maximum attention to the technological evolution and possible improvements that New Technologies could offer.
- This Policy is spread to all the Company's Staff for its knowledge, understanding and implication in the same.

To effectively apply these principles, it is essential the support both from the Management as well as from the Staff.

Management / Marta Roca Cuffí

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