

# ROCersa

G R O U P



COMPANY PROFILE

-United for the future, preserving the true  
spirit of each brand.

**ROCERSA**  
G R O U P

**ROCERSA®**

**AZULEV**

**SANCHIS HÔME**





## ABOUT US

**ROCERSA**  
GROUP

Consisting of the **Rocersa, Azulev and Sanchis Hôme** brands, we have established ourselves as a leading Spanish manufacturer of **20 mm porcelain tiles** - in terms of number of sizes and products. We also lead with our **6 mm and 7 mm** slim products, both for flooring and wall coverings, inspired by global trends in interior and graphic design in indoor and outdoor settings.

Our Group is one of the top 5 “Made in Spain” producers of porcelain tiles and wall coverings, with a production capacity of **14 million m<sup>2</sup>**, distributed across 2 production plants, one in Alcora and the other in Onda in the Castellón province. They both operate with 2 respective logistic centres. We have a sales network of **3,000 dealers in 80 countries** across the world.

Rocersa Group is committed to the future and to people. We follow a responsible and sustainable approach and opt for processes and products in which innovation and new technologies form our business vision.



## MISSION



Rocersa Group is committed to responsible technological innovation, offering a ceramic product with outstanding added value, thanks to both its technical performance and the way it looks. We are totally focused on our customers, striving to deliver them the best service and support them throughout the purchasing process.

## VISION



To be the leading Spanish group that manufactures large 20 mm and slim porcelain tiles through our brands' activities, with innovative solutions that add style and value to indoor and outdoor spaces, which in turn inspire elegance and well-being.

## VALUES



These ethical principles are the basis of our company's culture: customer-orientation, business ethics, hard work, efficiency, quality and innovation.

## PEOPLE



Rocersa Group has a team of exceptional people who **ACT**, who try to improve their skills so that they can offer more, who strive for excellence and approach challenges to drive them to achieve success, with courage and humility, living and acting in the present.

**\_ Rocersa Group  
uses its extensive  
experience to achieve  
business excellence**





**1979**

**YEAR ESTABLISHED**

At its inception, Rocersa manufactured 20x30 ceramic tiles in a production plant based in Vila-real.

**1992**

**NULES PRODUCTION PLANT EXPANSION**

In 1992, we bought a production plant in Nules to manufacture stoneware.

**1998**

**PRODUCTION FACTORY MOVED TO ALCORA**

In 1998, manufacturing was moved to Alcora to increase our production capacity and expand our infrastructures to produce larger sizes and more technical products.

**2018**

**AVENUE CAPITAL GROUP BUYS ROCERSA**

The Group was created when Avenue Capital Group acquired Rocersa in 2018.

**2020**

**ROCERSA BUYS THE AZULEV GROUP**

In January 2020, Rocersa acquired the Azulev Group, comprised of the Azulev and Azulejos Sanchis brands.

**ABOUT US**

**THE COMPANY'S HISTORY**

Established in 1979 and with over 40 years of experience in the ceramics sector, it has become a global leader. At its inception, Rocersa manufactured 20x30 ceramic tiles in a production plant based in Vila-real (Castellón).

Innovation allowed Rocersa to become one of the first companies to develop 20 mm porcelain tiles, making us a global market leader.

In 1998, manufacturing was moved to Alcora, to adapt production to larger sizes and more technical products.

The Group was formed when Avenue Capital Group acquired Rocersa in 2018, before finally becoming consolidated in 2020 when the Azulev Group, comprising the Azulev and Azulejos Sanchis brands, was bought by the company Rocersa, thus becoming the Rocersa Group.



**1941**

## YEAR ESTABLISHED

Azulev was established in 1941 as a small artisan company.



**1977**

## IT BECOMES AN EXPORTING COMPANY

In 1977, without losing sight of our beginnings as a family-run factory, we became a ground-breaking company in tile exports and embarked on a new path towards becoming what we see today.



**1997**

## PRODUCTION PLANT EXPANSION

In 1999 the Onda production plant was expanded to manufacture porcelain stoneware, as a result of new market demand.



**2020**

## ROCERSA BUYS THE AZULEV GROUP

In January 2020, Rocersa acquired the Azulev Group, comprised of the Azulev and Azulejos Sanchis brands.

## ABOUT US

## THE COMPANY'S HISTORY

Azulev was established in 1941 as a small artisan company. In 1977, without losing sight of our beginnings as a family-run factory, we became a ground-breaking company in tile exports and embarked on a new path towards becoming what we see today.

In 1999 the Onda production plant was expanded to manufacture porcelain stoneware, as a result of new market demand. In 2007 Azulev bought Azulejos Sanchis, a business that is over one hundred years old and is based in Alcora and one of the top companies in the sector.

The company's commitment to innovation resulted in us being one of the first companies to develop a thin product. As a company, Azulev has always been committed to the environment and we were one of the first in the sector to obtain an EPD "Environmental Product Declaration".

We have certificates to show that we care about sustainability and high quality work.



# SANCHIS HÔME

1919

## YEAR ESTABLISHED

With over 100 years of history, Azulejos Sanchis S.L. was one of the first companies in the Spanish ceramics sector and we are an undisputed industry leader.

2007

## AZULEV BUYS AZULEJOS SANCHIS S.L.

In 2007 Azulev bought Azulejos Sanchis, a business that is over one hundred years old and is based in Alcora and one of the top companies in the sector.

2020

## ROCERSA BUYS THE AZULEV GROUP

In January 2020, Rocersa acquired the Azulev Group, comprised of the Azulev and Azulejos Sanchis brands.

2020

## REBRANDING - SANCHIS HÔME IS BORN

Thus was born the Sanchis Hôme brand; the brand started to undergo a complete revamp and rebranding in June 2020. Shô stopped focusing on a single area, construction material, and was reborn as a provider of decorative options for every room in the home.

ABOUT US

## THE COMPANY'S HISTORY

With over 100 years of history, Azulejos Sanchis S.L. was one of the first companies in the Spanish ceramics sector and we are an undisputed industry leader. In January 2020, Avenue Capital Group acquired the Azulev Group, comprised of the Azulev and Sanchis brands. Thus was born the Sanchis Hôme brand; the brand started to undergo a complete revamp and rebranding in June 2020.

Shô stopped focusing on a single area, construction material, and was reborn as a provider of decorative options for every room in the home.

Sanchis Hôme took a firm and decisive step forward, always with a strong commitment to improve the environment around us and work to a high standard of quality. Thanks to our efforts, we have obtained quality and environmental certificates.

# + ADDING EXPERIENCE

- \_ AS A STRONG BUSINESS
- \_ AS A UNITED TEAM
- \_ TO GET A HIGH QUALITY PRODUCT
- \_ TO LAUNCH NEW SIZES
- \_ TO THE INNOVATION PROCESS
- \_ FOR A GLOBAL MARKET
- \_ FOR A SUSTAINABLE WORLD







+ ADDING EXPERIENCE

## \_AS A STRONG BUSINESS

### FINANCIAL STRENGTH

The **support of our shareholders**, making the right decisions, the investments we have made and our **optimisation of resources** have bolstered the Group's financial strength, allowing us to implement our strategic plan.

### STRATEGY, MANAGEMENT AND SYSTEMS

With the right **strategic focus and optimal resource management**, supported by robust and comprehensive information systems, we have become a partner for the future.





## \_AS A UNITED TEAM

A united team allows us to **build a strong organisation** in which respect for work is ingrained in our DNA and our philosophy. People are one of the cornerstones upon which the Rocersa Group has been built.

In a sector in which high standards and commitment are a must, the way we treat our staff and our cohesion as a team are what allow us to achieve business excellence as a Group.

\_ People as our  
biggest asset





+ ADDING EXPERIENCE

Rocersa  
G R O U P



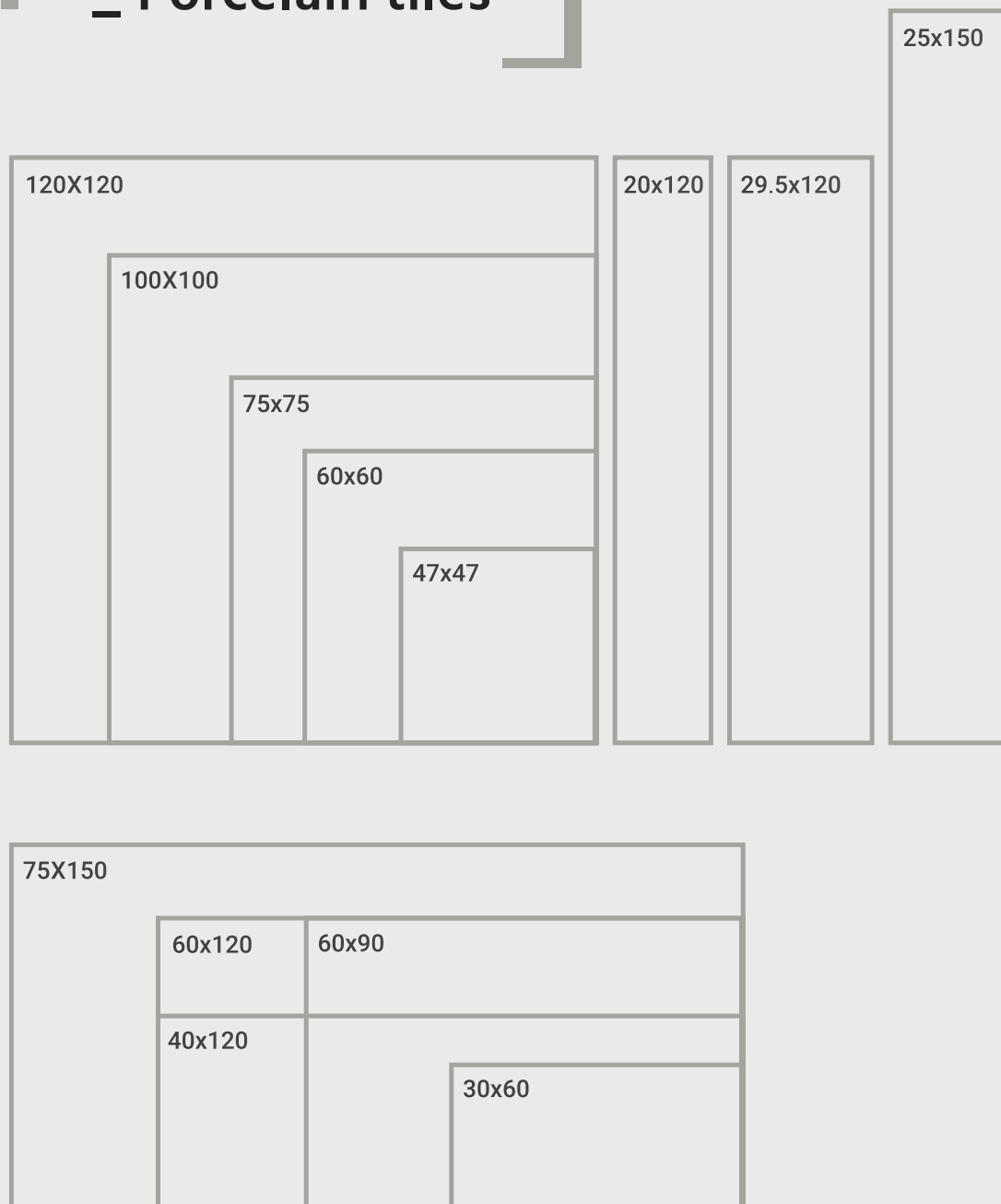
## \_TO GET A HIGH QUALITY PRODUCT

Rocersa Group is committed to **Industry 4.0** and it is engaged in the **digitalisation** of processes and **real-time monitoring**.

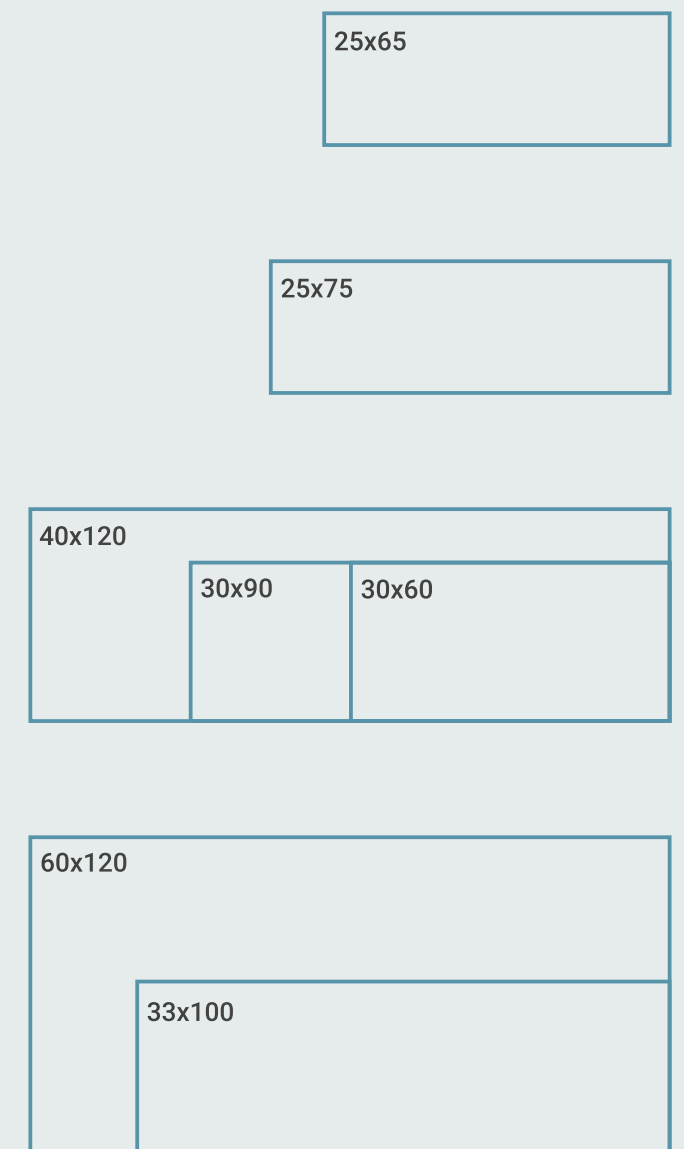
The extensive history of the Group's brands allows us to develop cutting-edge products that combine elegant design with extremely strong technical performance, for areas in the home, retail and public spaces.

## \_TO LAUNCH NEW SIZES

### \_ Porcelain tiles



### \_ Wall tiles





\_FOR A GLOBAL MARKET

ROCERSA  
GROUP

+ ADDING EXPERIENCE

\_ Rocersa Group works across the entire world, bringing international experience to its team, allowing us to offer products that are tailored to each market and their requirements.





**GlobalEPD**  
A VERIFIED ENVIRONMENTAL DECLARATION

## \_FOR A SUSTAINABLE WORLD

**Sustainability, technology, society and people** as the clear focal point of our work, are the values on which Rocersa Group is built.

Our commitment as a Group has led to us investing resources to manufacture products that contain increasingly higher amounts of recycled material. Therefore, the Rocersa Group stands out amongst its competitors by manufacturing products that contain between **44% and 62% of recycled material** and we work every day to increase that percentage.

In the same vein, Rocersa Group has opted only to use the **dry grinding** process, eliminating the use of water from the process used to cool the grinding wheels.

We are currently tackling the challenge of reducing our energy consumption through **energy exchange system implementation** processes, where heat is recovered from kilns and reused in raw product dryers.

Our next step to reduce our carbon footprint is the **installation of solar panels** on the roofs of the two production plants, generating power for self-consumption.





## Alfa de Oro Award

1991/ 1993/ 2000/ 2002/ 2003/ 2009/ 2019

## Export Award

1991/ 1994/ 1997/ 2013

## Som Ceràmica Award

2017/ 2018

## Award of Merit for Coverings

1999

## \_ TO THE INNOVATION PROCESS

Rocersa Group continuously **invests in R&D and technological and logistical improvements** across all of our divisions, from robotic solutions in production to the latest advances in cybersecurity and digitalisation.



ROCersa  
GROUP



# ROCersa

G R O U P

ROCersa®

AZULEY

SANCHIS HÔME