

1.4 Associations, Initiatives, Certifications and Recognitions

GRI 2-28

Participation in Industry Associations

Grupo Lamosa recognizes the value of collaboration with other organizations in the sector as a way to expand the reach of its initiatives and strengthen its positive impact on the communities where it operates. Through strategic alliances, the company promotes joint actions aimed at developing shared solutions that contribute to sustainable development.

Organization	Country
Tile Council of North America (TCNA)	USA / Mexico
CAINTRA (Mexican Chamber of Industry and Manufacturing)	Mexico
COPARMEX (Mexican Federal Employers' Confederation)	Mexico
CANACO (Mexican Chamber of Trade, Services and Tourism)	Mexico
CCMX (Mexican Competitiveness Center)	Mexico
Cámara de Pisos y Revestimientos Cerámicos de Argentina (Argentinean Chamber of Ceramic Floor and Wall Tiles)	Argentina
Asociación Civil Construya (Civil Building Association)	Argentina
ANFACER (National Association of Ceramic Tile Manufacturers)	Brazil
ABRACE (Brazilian Association of Energy Consumers)	Brazil
SINDILOUÇAS (Glass, Ceramics and Related Industries Union – Paraná)	Brazil
FIEP (Federation of Industries of the State of Paraná)	Brazil
ABNT (Brazilian Association of Technical Standards)	Brazil
CCB (Ceramic Center of Brazil)	Brazil
ISO TC/189 (Ceramic Tiles Technical Committee)	Brazil

Initiatives

Business Alliance for Technical Education

Promoted by CAINTRA, this initiative brings together leading companies in the Mexican state of Nuevo León to enhance the training of technical personnel. Through a comprehensive intervention model, the alliance gives students of the National College of Technical Professional Education (CONALEP) comprehensive support for completing their studies and developing competencies that facilitate their entry into the workforce.

It also incorporates a gender equity approach, promoting the participation and technical training of women.

Grupo Lamosa participates through volunteer programs where employees share professional knowledge and soft skills with students, as well as through financial contributions for the payment of tuition and school supplies.

Empresa Contigo

This initiative supports companies in Nuevo León and across Mexico in implementing actions to improve working conditions across four key areas: living wage, health, education and diversity, and equity and inclusion.

Grupo Lamosa continues to lead the program, which, two years after its launch, involves more than 580 registered companies across 28 states in Mexico, with over 170 companies having implemented more than 470 initiatives, benefiting approximately 24,000 employees.

As part of this initiative, Grupo Lamosa has instigated an internal program to provide high school and university scholarships for employees and their children, as well as emotional health support programs.

Empresa Contigo is promoted by 27 business organizations, including COPARMEX, CAINTRA, CANACO and INDEX, and continues expanding nationwide to improve employees' quality of life and strengthen the business outcomes of Mexican companies.





Firenze Entremuros Prizes

Since 2015, Grupo Lamosa, through its Firenze porcelain tile brand, has collaborated with **Entremuros**—a magazine specializing in architecture and interior design—to organize an annual competition recognizing excellence in architectural and interior design projects.

The **Firenze Entremuros Prizes** recognize outstanding projects in the following categories: Corporate Buildings, Public Architecture, Residential Buildings, Commercial Interior Design, Residential Interior Design and Sustainable Architecture.

By promoting new generations of architects and designers, and by disseminating best practices and emerging trends, the Firenze Entremuros Prizes have become a key platform for fostering innovation and continuous development in the construction industry.

Government Partnerships for Sustainability

In addition to its participation in industry associations, through its Insulation and Lightweight Materials Business and in coordination with various government entities, Grupo Lamosa actively promotes thermal insulation as a key strategy to improve energy efficiency in buildings.

In collaboration with the Mexican Ministry of Energy (*Secretaría de Energía*), the company contributed to the development of the manual “Design Recommendations for Buildings in the Climates of Sonora.” It also participated in workshops for construction professionals in Hermosillo and Caborca, focused on the application of NOM-020 and the proper selection of materials.

At the municipal level, Grupo Lamosa worked with the Hermosillo Municipal Energy and Climate Change Agency on the Solar Shield program, building three pilot homes incorporating thermal insulation systems. In addition, in collaboration with the CEELA¹ project, the company promoted incentive proposals for sustainable construction aimed at reducing costs and streamlining administrative processes.

¹ The Enhancing Energy Efficiency in Buildings in Latin America (CEELA) project aims to train and support industry professionals to promote energy-efficient buildings with adaptive comfort and low or zero CO₂ emissions.



In the Municipality of Hermosillo, in partnership with local and national organizations, including FIDE, CONUEE, the University of Sonora and the Sonora Energy Cluster, the “Prepare Your Home” awareness program was launched to promote a culture of insulation. The first phase of the program included radio outreach and an official launch at Tecnológico de Monterrey’s Sonora Campus, as part of the forum “Living and Coping with Extreme Heat.” The program also has a dedicated website and active social media presence.



Participation in Trade Fairs

In 2025, the Tile Business participated in various trade fairs to promote its products and innovative solutions, establish strategic partnerships and strengthen its industry positioning.

INTERNATIONAL TRADE FAIRS		
Event	Country	Participating Brands
Coverings	United States	Lamosa USA, Roca
Revestir	Brazil	Roca, Incepa
CEVISAMA	Spain	Roca, Baldocer
CERSAIE	Italy	Roca, Baldocer

LOCAL TRADE FAIRS		
Event	Country	Participating Brands
OBRA BLANCA EXPO	Mexico	Porcelanite, Lamosa, Firenze
Expo Camacol Expoconstrucción	Colombia	Cerámica San Lorenzo
Edifica	Chile	Cerámica San Lorenzo, Cordillera
Expodeco	Peru	Cerámica San Lorenzo



Certifications and Recognitions

As a result of its sustained efforts to improve production processes and integrate responsible practices into its operations, Grupo Lamosa has received various certifications and distinctions that reaffirm its commitment to sustainable development and shared value creation.

Certification / Recognition	Issuing Institution	Scope / Purpose
Green Squared	Tile Council of North America (TCNA)	Certification granted to diverse Tile Business products, confirming compliance with high sustainability standards.
PTCA Certification	Porcelain Tile Certification Agency (PTCA)	Certification that Tile Business products meet water absorption levels below 0.5%.
Greenguard Certification	UL Environment	Certification awarded to certain Adhesives products, confirming that they are free from volatile organic compounds (VOCs).
Company Promoting Dignified Work Distinction	Tlaxcala State Government	Recognition of the Gres, Pavillion, Keramika and Porcel plants for promoting training, gender equality, living wages, the elimination of child labor and the protection of youth employment.
Nuevo León Competitiveness Award	Nuevo León State Government, CCM and CAINTRA	Recognition awarded to the CREST brand for its operational excellence and commitment to quality and innovation.
SASO Product Certificate – Porcelain BLa	Saudi Standards, Metrology and Quality Organization (SASO)	Confirmation of compliance with SASO quality and safety standards through audits and laboratory testing.

Certification / Recognition	Issuing Institution	Scope / Purpose
INMETRO Certificate	Ceramic Center of Brazil (CCB)	Validation of compliance with Brazilian safety and quality standards for ceramic products and construction materials.
Qualification Certificate (Atestado de Qualificação)	PSQ / ANFACER / CCB	Certification of adherence to industrial best practices, product quality and recognized standards, before the authorities, before customers and before other stakeholders.
Paraná Climate Seal (Selo Clima Paraná)	Ministry of Sustainable Development (SEDEST)	Public recognition of organizations committed to measuring, reducing and offsetting GHG emissions, promoting sustainable practices and mitigating global warming.
iF Design Award	Expo Revestir 2025	Recognition of the design and presentation of the Roca Brazil stand at Expo Revestir 2025, highlighting the immersive experience in the design and innovation of its presentation.