**Change in leadership at Laufen CZ**

**Laufen/Prague.** With immediate effect Ladislav Dvořák (37) takes over the position as Managing Director of Laufen CZ. This is the first time that a Czech is appointed to this key role since the Laufen CZ office opened in Prague in 1999. Ladislav Dvořák will assume the position of Oriol Torras, who will become Corporate Labour Relations Manager for Roca in Spain. ”Enhancing the quality of service to our customers for all brands; Laufen, Roca and Jika remain the priority for me,“ says Ladislav Dvořák.

He will contribute with broad experience are knowledge of sanitary market and Laufen itself. He joined the company in 1992, starting in the logistic department. After managing successfully various positions within the Group he was appointed Customer Service and Logistics Manager in the Laufen CZ headquarters in Prague in 2004. As part of this capacity he was in charge of distribution in Europe, South Africa, Middle East, Africa, Australia, New Zealand and the former Soviet Union markets. In his new role, he will be responsible for the production of the two Czech manufacturing plants in Znojmo and Bechyně, and for the sales, marketing as well as logistics of Laufen CZ for the Czech Republic, Slovakia and Hungary.

Ladislav Dvořák earned his MBA at Nottingham Trent University, where he finished his studies in 2011. He speaks fluent English, also German, Russian and Spanish. He is merried and dedicates most of his leisure time to his three children and likes to play tennis.

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Laufen CZ, established in 1999, represents the Laufen, Roca and Jika brands not only in the Czech Republic and Slovakia, but also in other Central and Eastern European countries. The Jika sanitary ware is manufactured in Znojmo and Bechyně. Since 1999 Laufen is part of the family-run Roca Group, the world number one in sanitary ware, with more than 18,700 employees in over 135 countries. The product range of the above brands includes complete bathroom solutions – sanitary ceramics (bathroom sets and other products), bathroom furniture, bathtubs and shower trays, shower enclosures, bath screens, faucets and bathroom accessories.



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**Online Press Kit:**

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Laufen Bathrooms Gallery

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