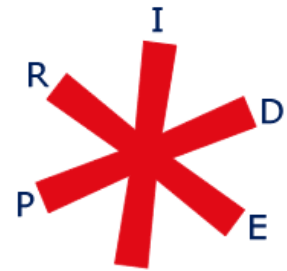


P.R.I.D.E*



Peri-dent*

PASSION

We are passionate about our customer needs, both internally & externally

- ❖ We put the customer first
- ❖ We strive to exceed customer expectations
- ❖ We demonstrate at all times a passion for superior customer performance

RESPECT

We work together as 1 team & 1 company

- ❖ Treat others as you expect to be treated yourself
- ❖ We demonstrate honesty, integrity and openness
- ❖ We will help ourselves & others improve

INNOVATION

New ideas are key to our business

- ❖ Motivate to innovate by encouraging fresh ideas from each other
- ❖ We will strive for continuous process improvement
- ❖ We will always aim to lead the market with new product ideas & concepts

DELIVER

We deliver to our commitments & go the extra mile

- ❖ Faster and more flexible than the competition.
- ❖ Nothing is impossible
- ❖ Our focus is commitment, SAY! DO! DELIVER!

EXCELLENCE

We aim to be the BEST at everything we do

- ❖ Process excellence
- ❖ The best quality product
- ❖ Outstanding professionalism