

Foreword

A number of principles have always been important to us throughout the successful development of our company. Above all these include quality, continuous improvement and focusing on human values. Other principles have been added to these over the course of our history.

Some time ago we decided to collate these principles in a mission statement. This sets out how we see ourselves, what we want to achieve, what makes our success possible and what standards we set for ourselves and for our actions. These are the standards against which we all want to be measured by. In this way our mission statement will help us not to lose sight of what is important to us - both during our everyday work and within our long-term strategy. In doing so it contributes to ensuring that we develop and are successful over the long term.

In the new 2017 version of the mission statement we have incorporated a few aspects whose significance has become even clearer to us in recent years. We have likewise differentiated objectives and the means with which we plan to achieve them, and have specified the drivers of our success more clearly. The new mission statement will therefore be able to offer even more direction.

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Our guiding principles – who we are

- > We are an independent, traditional family business, concentrating on the development and manufacture of quality pliers and associated tools. As a think tank in our product segment, we make work more effective, easier and safer.
- > We maintain good, longstanding relations to our customers and business partners on the basis of a high degree of efficiency and reliability.
- > As a manufacturer with a well-known and highly regarded brand, we have high quality standards that extend to all products and everything we do. We want to consistently do justice to the trust in us and in our brand, and to constantly renew this trust.
- > We aspire to long-term economic success, but not at any price. We are guided by values and the principle of a sustainable economic, social and ecological development. By doing so, we face up to our shared responsibility for society and the environment. We are forward-looking, working today on the success of tomorrow and the day after tomorrow.
- > We are committed to Germany as a production location. At the same time our thoughts and actions have an international focus.

Our objectives – what we want

- > In our product segment, we are the leading global manufacturer for professional users and the best partner for our customers. To this end, we provide a range that is competitive in terms of scope, price and performance, with an unmistakable profile and superior product benefits.
- > Our economic objectives are positive returns, continuous growth and stable financing. This will bolster our investment potential and create scope for our further development.
- > We want to continue to exist as an independent family enterprise in the long-term.
- > We generate benefits and value for our business partners, our employees and the regions in which we work.

Our employees – who make us so successful

- > The qualification and attitude of our employees form the foundation of our success.
- > Their knowledge and skills, their dedication and their ideas, are key to our efficiency and thus to our future. We create good conditions for them to realise their potential and to keep them in good health. We support them in their technical and personal advancement.
- > We want to be one of the best and most attractive employers in our region and in our industry.

Our actions – how we achieve our objectives

- > The drivers of our success are quality, service, productivity, innovation and expanding our market share. We strive for consistent progress in these areas, and provide the necessary prerequisites and competences. Doing so guarantees competitive advantages and enables us to achieve our objectives.
- > We set high standards regarding the results and efficiency of our work, and aspire to above-average quality and performance.
- > We actively and methodically search for unexploited potential and opportunities for improvement. We are willing to learn, are open to new things, and take an open and solution-oriented approach to mistakes and shortcomings – including our own.
- > We encourage and insist that people assume responsibility, take the initiative, are willing to be involved and are consistent when pursuing objectives.
- > Commitment, mutual respect, a willingness to help and friendliness are the defining values for our relations with each other and with third parties.

