



Mission & Core Values

Mission Statement

Our goal is to provide customers with the best products and services available in the industry. To accomplish this, we find ways to add value for our customers by creating profits for them.

Our community of employees serves a community of customers by providing equipment and services to help them make a profit. Our business activities serve a community of suppliers and shareholders who have put their trust in us by investing in our business. We best achieve our goal by operating from a set of core values.



Core Values

Safety

Integrity

Respect

Excellence

Creativity

Teamwork

Responsibility

Flexibility

Enthusiasm

Loyalty

Profitability

Social Responsibility



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I

Safety

Safety is fundamental to us all.

By keeping safety a priority, for ourselves, each other, and our customers, we strengthen our skills in every other Core Value.

We are dedicated to protecting people, property, and the environment from harm.



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II

Integrity

Integrity is our most valued principle. We will maintain high ethical standards in everything we do. We must be known for our honesty and sincerity.

We are dedicated to complying with both the letter and spirit of the rules and laws that govern us.

Our continued success requires unswerving adherence to these standards.

Our business is highly competitive. Though we seek to expand our business aggressively, we must always compete fairly.



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Respect

We respect other people.

This creates an environment that promotes open communication, diverse ideas and approachable people.

A respectful environment allows customers to express their needs with the expectation that we will listen. It also allows thoughtful responsiveness to customers' needs.



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IV

Excellence

We take great pride in the quality of our work and are determined to achieve excellence in everything we do.

Excellence is reflected by how we conduct ourselves as individuals and as a company. It's reflected in the quality of the solutions we develop for our customers and the value they receive from our products and services. We seek to identify and recruit the very best person for every job.

Excellence is a shared responsibility for every employee. To embrace excellence, we emphasize education, training and development of employees and teams. Striving for excellence is a continuing quest.



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Creativity

Fulfilling our customers' needs is the most important ingredient of our corporate well being.

Our collective creativity generates solutions for our customers and is the essence of differentiating us from our competitors.



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VI

Teamwork

We are all in this together.

As long as we work together, there is no limit to the possibilities. The sum of our collaborative efforts is much larger than the sum of our individual efforts and in this manner our customers are best served.



VII

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Responsibility

The responsibility of solving customers' problems belongs to everyone. We place no limits on employee initiative in serving customers. We must each be trustworthy and accountable to reliably serve the needs of the customer and each other.



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VIII

Flexibility

The work we do is highly technical and changes rapidly.

To be effective, we must be change hardy.

“The way it’s always been done” will not be sufficient to bring us future success. We must be a flexible organization that is willing to learn, create new ideas and adapt to the new environments.



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IX

Enthusiasm

We are enthusiastic.

This allows us to focus on our opportunities to serve our customer. Enlightened optimism creates an environment conducive to solving our customers' needs.



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X

Loyalty

We are loyal to our customers.

We honor their secrets and confidences and earn their respect and loyalty in return.



XI

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Profitability

Profits are the fuel to our success.
They create value for all our stakeholders.
It is our practice to share with all who help create them.



XII

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Social Responsibility

We do not exist in isolation.

We operate in communities, which have placed their trust in us.

They provide employees and suppliers a friendly environment conducive for growth and success.

We pledge to conduct ourselves in a most responsible manner in each community.



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