



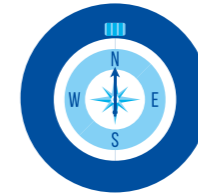
# CORPORATE CULTURE

Defined values, social norms and guidelines, for common action and cooperation inside and outside KRAIBURG Relastec.



# MISSION

Why does KRAIBURG Relastec exist?  
What is our purpose, our mission and our values?  
What are the needs of partners and society to be satisfied?



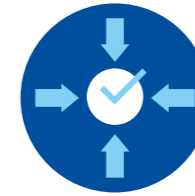
„We develop, produce and globally distribute products made from recycled elastic materials for construction, sports, leisure and transport purposes.  
Our sustainable solutions ensure safety and comfort in everyday life.  
The satisfaction of our customers, partners and employees is the focus of our activity.“



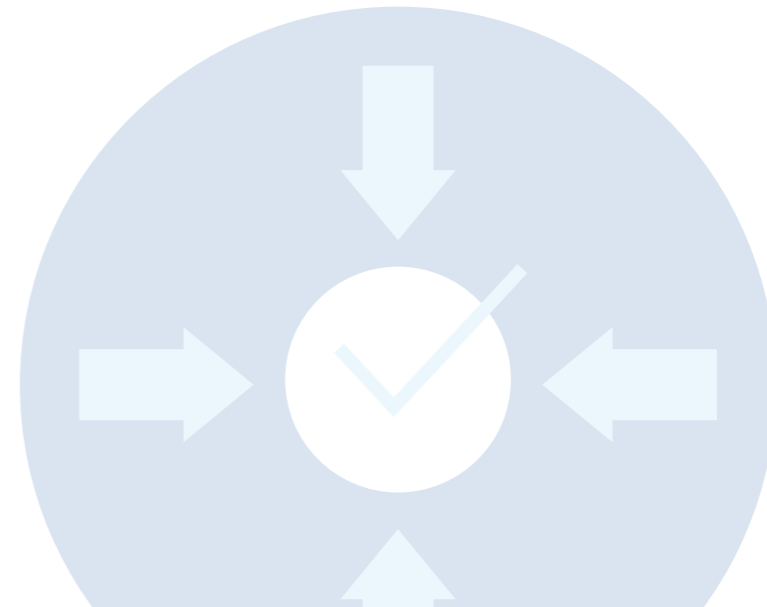


# CUSTOMER FOCUS

Inspire customers, exceed their expectations  
and retain them in the long term.



Customer focus is the basis for lasting customer loyalty:  
It is a promise to our current and future customers that they are at the centre of our thoughts and actions and that the entire company is committed to this goal. The basis for this customer focus is that each of our employees fulfils their customer-supplier relationship.





# PHILOSOPHY OF QUALITY

We value quality as a corporate value in order to  
to inspire and satisfy our customers at the highest level.



Continuous improvement as a core value is the basis for us to fulfil the highest quality standards. We are constantly optimising our processes, products and services in order to increase quality and guarantee outstanding customer care.

Our customers expect high-quality, functioning and safe products. We see customer care not only as a task until our products leave the factory premises, but also promise to be a competent partner.

Our quality management system, which is tailored to the individual needs of our customers, helps us to achieve these goals. The certification of our organisation to DIN EN ISO 9001 guarantees permanently customer-oriented, structured and solution-oriented processes.

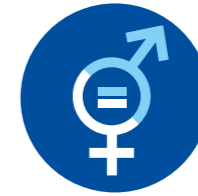
We regard complaints processes as an opportunity and an obligation. A smooth process for handling enquiries and complaints is crucial.

Together with the customer, we find the right products for the desired applications. However, we are also honest about the possible disadvantages of our products or the limitations of technical realisation.



# EQUAL OPPORTUNITIES

We stand for equal opportunity, diversity, inclusion and religious diversity.



For us, diversity means strength and it contributes to the success of our company. We insist on a corporate culture in which all employees have the same opportunities, regardless of their ethnicity, origin, political views, age, religion, gender, sexual orientation or disability. In doing so, we support all employees with the same variety of offers and measures in order to make diversity a fixed value in KRAIBURG Relastec's corporate culture.





# SOCIAL RESPONSIBILITY

We have a responsibility towards employees, partners and our region.



At KRAIBURG Relastec, social responsibility means more than simply complying with laws and regulations. Our employees are our most valuable asset. That is why we pay attention to maintaining their health, to ergonomics at the workplaces and to avoid any obstructions which prevent them performing their activities. In doing so, we strive for constant improvement. Fair pay and a commitment to collective agreements are just as much a part of our corporate culture as are measures for further training, career development and the achievement of a positive work-life integration. As one of the top employers in the local region, we are also aware of our responsibility towards the region.



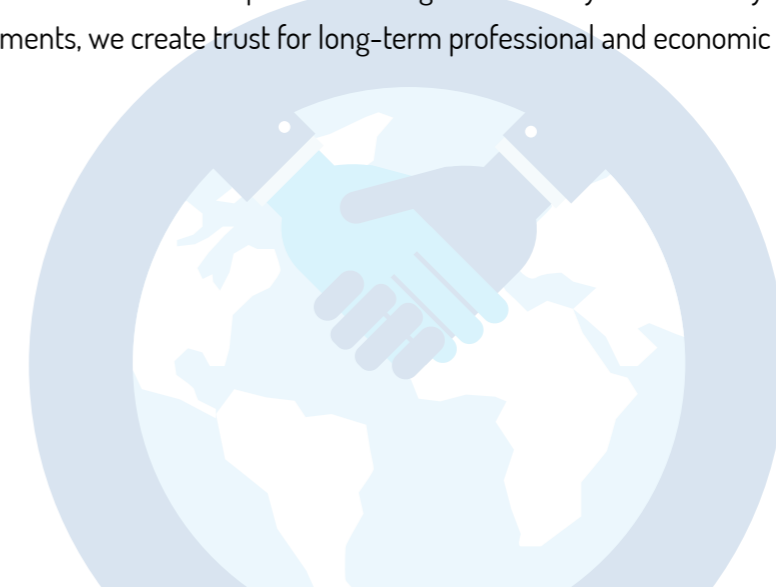


# RESPECT

We are honest, reliable, respectful and trustworthy towards our colleagues and partners.  
Our guiding principle: Treat everyone as you would like to be treated yourself.



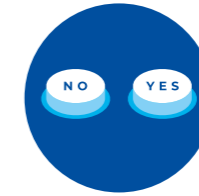
Respectful, open and appreciative interaction is the basis for good cooperation. This applies not only within the company, but also in our dealings with partners and suppliers. Courtesy is one of our basic values and we accept the strengths and weaknesses of everyone in the company without trying to change or even discipline anyone. In the event of disagreements or problems, we seek a personal, clarifying discussion and find a solution. We represent our point of view without verbally attacking or hurting the communication partner. Through the honesty and reliability of our actions and statements, we create trust for long-term professional and economic cooperation.



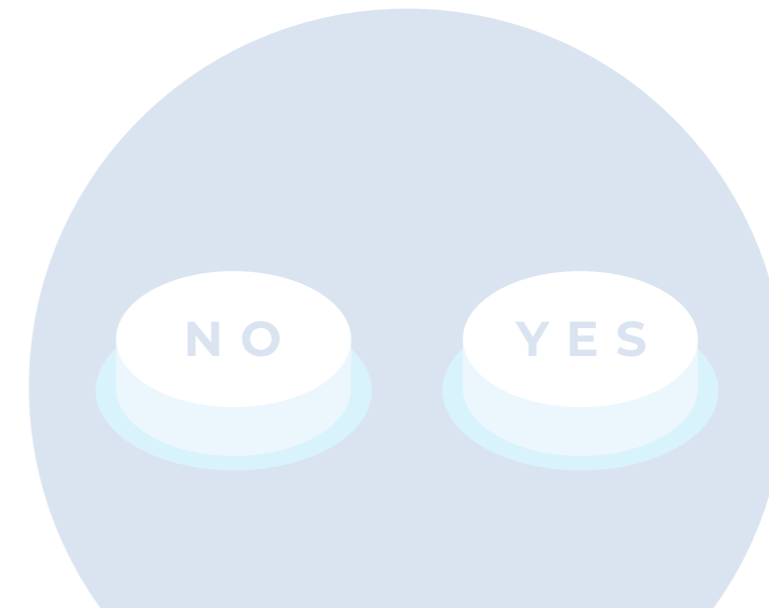


# STRONG DECISION- MAKING POWERS

We ensure speed in process handling, faster technology optimisations and lean processes.



Decisions are made based on our strategy and values. Feedback, suggestions and know-how from the teams are an integral part of the decision-making process. We base our decision-making on facts and on our experience. Once a decision has been made, it is supported by all involved. However, if a decision turns out to be flawed or wrong, we address this openly and correct it accordingly.







# RESPONSIBLE FOR OUR ACTIONS

We take responsibility for all decisions and results.  
Error acceptance is firmly anchored in our culture.



For us, taking responsibility means taking on an issue and making it our own. Making it our own, doing what is necessary to accomplish tasks and overcome problems. Respect, dignity and empathy are the prerequisites in our error culture, because no one likes to make mistakes, but making mistakes is human. Understanding and also compassion when projects fail is the basis of our error culture. We admit and accept our mistakes, but do not forget to analyse them, learn from them and draw positive benefits for the future.





# TRANSPARENCY

We practice open, transparent cooperation both inside and outside the company.



Open communication inside and outside our company is the basis for transparency in our dealings with employees, partners and suppliers of KRAIBURG Relastec.

The management explains its actions to the teams in a comprehensible and justified manner. This ensures that everyone feels involved in the decision-making processes of the company. For us, transparency also means that the concerns of the employees are addressed and that any problems are solved promptly. We attach great importance to a relationship of trust with our partners and suppliers. Here, too, transparent communication is firmly anchored as a corporate value.

A positive public perception is important to us.



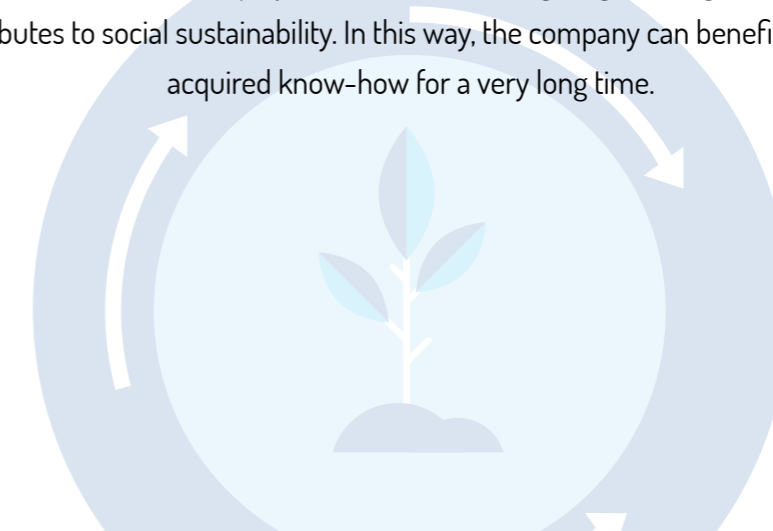


# SUSTAINABILITY

We are committed to ecological, economic and social sustainability.  
Conserving resources through recycling is the most important component of our actions.



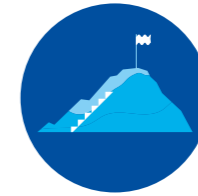
Sustainability at KRAIBURG Relastec has a long tradition and encompasses not only ecological but also economic and social aspects. Even when KRAIBURG Relastec was founded, the intention was to produce new, useful and innovative products from existing resources. In this way, we are contributing to the saving of greenhouse gases and the preservation of the environment. The desire to take responsibility, to deliver ever better quality and to develop ever more efficient production methods have ensured that KRAIBURG Relastec is still a solid, sustainable company today. The fair treatment of employees, with the resulting long working relationships, contributes to social sustainability. In this way, the company can benefit from the acquired know-how for a very long time.





# VISION

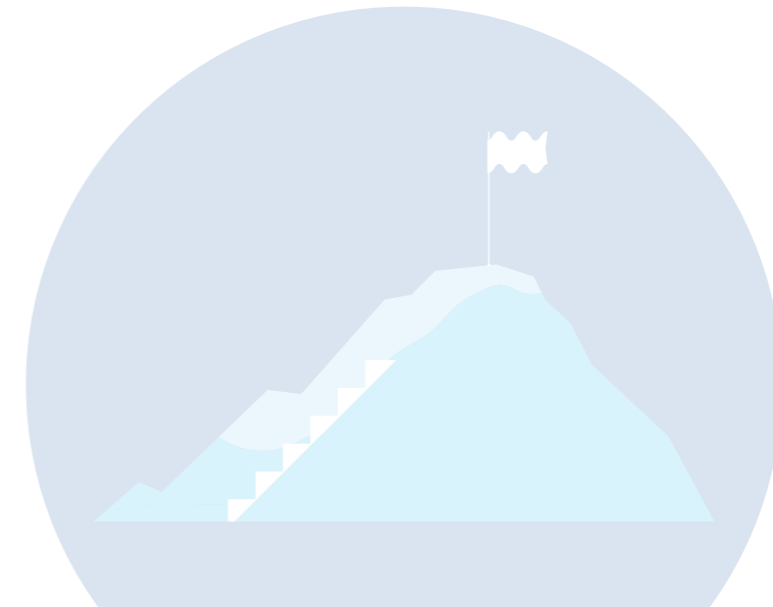
What future does KRAIBURG Relastec want to create?  
In which direction do we want to develop?



„We live in a world of finite resources.

Sustainability therefore plays a significant role for us.

Our vision is to be the market and quality leader in creating innovative solutions from recycled elastic materials that improve the safety and comfort of people around the world.“





KRAIBURG Relastec GmbH & Co. KG  
[www.kraiburg-relastec.com](http://www.kraiburg-relastec.com)