



OUR VALUES

A guide to our corporate values and mission

OUR CORPORATE VALUES

The following pages will show you just what we mean by them.

- (T) We're a **Team** of spirited hard workers.
- (I) We **Innovate** to grow.
- (M) We **Make** a difference.
- (B) We **Believe** in what we do.
- (E) We make things **Easy** for our customers.
- (R) We show **Respect** to one another.

Read on to see what these really mean.

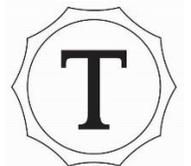


WE'RE A TEAM OF SPIRITED HARD WORKERS.

This is what has grown our company from a small three man team in 1999 to the respected corporation it is today. We make no apologies for expecting it from everyone, from management through to the shop floor. Don't try to be a 'prima-dona'. Be part of a winning team where everyone is contributing their hardest efforts and trying to make the whole team look good.

Now hard work doesn't mean slave trading, or a concentration camp. This means everyone is motivated to put in their absolute best effort because we're all part of a team that craves success. If you're the sort of guy or girl that would prefer to be tucked in a corner 'twiddling your thumbs' or just hanging around having a chat, then this won't be the job for you.

If you love going home at night exhausted but exhilarated by what you've achieved today then this is your spot. In our view, there is nothing quite as fun as those days where you're crazy busy but at the same time you feel like you're part of a winning team. No sports team ever wins by sauntering around the field.



WE INNOVATE TO GROW.

Every business has to continue to grow if it wants to remain relevant in today's fast paced world. Everyone on our team needs to be focused on this. How can we do it faster, better, cheaper, safer? Ideas are invaluable, innovative ideas put into action will ensure you, your team and our great company continues the growth curve.

This doesn't just mean finding quick and greedy ways to grab revenue growth from competitors. Innovation means we're being smart so that growth comes as a by-product. Clients should be looking up to us as innovators that they want to partner with for their own success. It is that level of smart that makes our customers, suppliers and partners want to be associated with us. Our collective brain power is sufficient to keep us growing and building on successes into the future.



WE MAKE A DIFFERENCE.

We're not here just to do stuff, make stuff or sell stuff. We here to make a difference in our clients lives. What you're doing in your role and I'm doing in my role all comes together with the efforts of our whole team to make a difference in our clients' lives.

By dealing with us, our clients should feel enriched. They should be proud of their connection with us because we've helped them and added value to their lives or busiesses. It doesn't matter if we've built them a wonderful product or just spoken to them on the phone for five minutes – when we're done they should feel like their contact with us has made a difference in their life. Should that be restricted to just our customers? Not at all, all of us should be growing, developing and improving through the part we play in this great organisation.



WE BELIEVE IN WHAT WE DO.

Why do we do what we do? Because we believe we're good at it. We believe we have the know-how. We believe we have the ability. We believe we can make a difference. We believe we can enrich every one of our clients. We believe in the team we have.

Deep inside you, you have to have a strong belief and confidence that we can do this. We can hang out with the best. We're not here to be second rate because we believe we can be here as a benchmark of success. This doesn't mean that we don't have challenges and problems to overcome, but we're never defeatist. Together we know we have what it takes.

Is this some proud know-it-all approach? Not at all. It is a humble collection of years of dedication and believing in the industry we're part of.



WE MAKE THINGS EASY FOR OUR CUSTOMERS.

This is so much fun. So many companies have rules, policies and processes that seem to have forgotten that customers are humans. Humans do business with people they know, like and trust. We're those people. At every turn, find ways to make it easy for our customers to do business with us. It will keep them coming back for more.

That's why we're crazy about making every interaction smooth and easy. Marketing material has to be easy to understand. Sales process have to be uncluttered and easy. Finance and administration has to be simple, straight forward and easy. The complaints process has to be easy, yes everything – keep it simple, keep it easy!

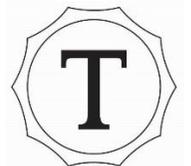


WE SHOW RESPECT TO ONE ANOTHER.

This goes many ways. To our clients, to our suppliers and most importantly to each other – ourselves. If you're committed to the company – the company is committed to you. If you respect the company, the company respects you. We're all different, but when there is real commitment we earn respect.

No matter what your beliefs or culture or background, if you have genuine commitment you earn respect. That works in any relationship. By committing your full passion to what you're doing you will become a respected player in the team. You might not be the most educated, most gifted or most anything – but if you're the most committed the sky is the limit. With team players like this we're all ready to respect our different personalities, beliefs and cultures.

Any one on the sales team will attest – if you truly show the client that you're committed to their success they will give you utmost respect and reward you with their business. The same is true for suppliers and internally to our colleagues.



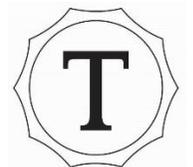
OUR MISSION.

Be a role model in our field of expertise, provide for the local community, elevate our employees and create lasting relationships in a hardworking, family spirit of the highest ethics.

We want the world to look on us a company that stands tall and shows others how it should be done. We want to be the place where people are keen to join our team. We want to be the company that clients and suppliers love doing business with. Where we're known for the hardworking culture and a family spirit in our team.

If we do all that we will be able to provide for those around us and be a hearty contributor in our community. We will be able to keep building up our team and giving you opportunities for growth and development.

That's what we're in business for. It doesn't matter what we're making or selling – this is what our mission is to achieve.



DOES ALL THIS SOUND LIKE YOU?

If after reading this you think you've found your fit, we'd be glad to have you on our team. We can teach you product knowledge and company processes. Trying to change your personality and culture is much harder. That's why we keen to get folks on our team that feel they align with our company values and mission. If we have that we can teach you the skills you need to be a true contributor to this great company.

Thank you for your interest in our fantastic company.

Regards,



Ben Scott

Co-Founder and Managing Director.

