

# GUIDING PRINCIPLE

*création*baumann

## OUR MISSION & VISION

Création Baumann increases the well-being of people in private and public spaces with textile solutions.

Création Baumann is the most reliable and innovative brand for our customers. People's needs are the focus of our thinking and we act sustainably in all areas.

## OUR MISSION STATEMENT

- We create textile solutions at the cutting edge of technology.
- We always remain innovative in every area.
- We act sustainably in all fields of corporate management.
- We carry the «Création Baumann» brand into the world.
- We are customer-oriented in sales and services.
- We combine in-house production with global procurement.
- We are successful thanks to motivated employees.
- We lead and decide according to clear principles.
- We live the values of a family business.

## WE CREATE TEXTILE SOLUTIONS AT THE CUTTING EDGE OF TECHNOLOGY.

Our customers furnish rooms with our textile solutions. We support them with above-average services.

- Our product range includes textiles for every interior design application, systems for interior shading and adhesive textiles.
- We work in a structured and committed manner on innovative textile solutions that we bring to market maturity.
- Our textile solutions meet people's needs in terms of design, privacy and glare protection, dim-out, acoustics and more.
- Our products meet high standards of functionality, aesthetics, quality, and sustainability. All this at reasonable prices.
- In addition to our standard range, we also realize customer-specific solutions.

## WE ALWAYS REMAIN INNOVATIVE IN EVERY AREA.

Permanent innovation and continuously improved processes characterize all our activities.

- The aim of our innovation is to increase the customer benefit and our company's competitiveness.
- We are innovative through and through – from product development, procurement and manufacturing to sales and customer service.
- Our corporate culture promotes innovation and provides resources for future projects.
- We follow the development of new technologies and use them to improve our products and services.
- We continuously review and optimize our business processes.

## WE ACT SUSTAINABLY IN ALL FIELDS OF CORPORATE MANAGEMENT.

We understand sustainability as a lasting balance between the ecological, social and economic performance of a company.

- We are guided by our sustainability strategy and implement it consistently with concrete measures.
- Our sustainability management is based on the significance of various topics. Essential are topics that have a high positive impact on the environment and are relevant for our stake-holders.
- Every two years, we issue a detailed report on the key aspects of sustainability and make it available to interested parties.
- We oblige our suppliers to comply with the requirements we have defined as well as with the legal requirements regarding working conditions and environmental protection, and we review this regularly.

## WE CARRY THE «CRÉATION BAUMANN» BRAND INTO THE WORLD.

We operate worldwide under the «Création Baumann» brand.

- Our brand stands for clear values: high-quality and stylish, innovative and creative, contemporary and in line with trends, reliable, Swiss and sustainable.
- We pay the greatest attention to brand management and adhere strictly to the guidelines of our corporate identity.
- Our brand determines our appearance in all areas – from product to communication, customer service and delivery to architecture.
- Our employees are ambassadors of the «Création Baumann» brand. Their behaviour brings our brand values to life.

## WE ARE CUSTOMER-ORIENTED IN SALES AND SERVICES.

Our sales and service organisation is geared to the success of our customers in the residential and contract sector.

- We consistently focus on the needs of our customers.
- Our product ranges reach the retail and contract market, tailored to the opportunities and particularities of each market segment.
- Sales and distribution are ensured by our own subsidiaries or by our sales partners.
- We want to be known by our customers as the most reliable, innovative and sustainable supplier of textile solutions.
- We achieve a high level of customer satisfaction with attractive services that set us apart from the competition and which we are constantly developing further.

## WE COMBINE IN-HOUSE PRODUCTION WITH GLOBAL PROCUREMENT.

We distinguish ourselves by our in-house production. We use the opportunities of the international market for preliminary work and trade products.

- Our production ensures the necessary technical competence for an innovative and differentiated product offer.
- At every stage of our value chain, we carefully weigh the decision between internal and external execution.
- Whether our own production or procurement: We pay attention to sustainability, economic efficiency, quality, flexibility and the preservation of know-how.
- When selecting external suppliers, we attach great importance to the consistent compliance with our social and ecological principles.
- We offer free production capacities to industry customers. This allows us to improve the cost structure of our production.

## WE ARE SUCCESSFUL THANKS TO MOTIVATED EMPLOYEES.

Committed employees are the most important success driver of Création Baumann.

- Our employees live our code of conduct. They are motivated, reliable, open for change, trustworthy and work together.
- We promote the professional development of our employees.
- We inform our employees actively and openly.
- We let our employees participate in the success of the company.
- We strive for a healthy balance between the interests of the company and its staff.

## WE LEAD AND DECIDE ACCORDING TO CLEAR PRINCIPLES.

Our management culture is based on clear principles which we live by every day.

- Focus on results: Our managers lead with goals and focus on «output», not «input».
- Contribution to the whole: Our managers are responsible for making a contribution to the whole company.
- Focusing on the essential: Our managers set priorities and thus manage their time effectively.
- Using strengths: Our managers orient themselves on the strengths of their employees.
- Trust: Our managers have character integrity, i.e. they say what they think and act accordingly.
- Positive and constructive thinking: Our managers focus on opportunities and not on problems. This leads to self-motivation.

## WE LIVE THE VALUES OF A FAMILY BUSINESS.

We are an independent family business that is oriented towards long-term goals and shows responsibility towards society and the environment.

- Our risk, profit and financing policy is farsighted and aim to ensure the sustainable existence of the company.
- We comply with all legal regulations and act according to ethical principles.
- We work consistently according to our sustainability principles.
- We maintain an open and constructive dialogue with public institutions and authorities.
- We support cultural events as far as possible.



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