



## VALUES

that we consciously practice

*Our mission statement shows us the way ahead. It encompasses a package of ideals and material values that we embrace.*



# AN ATTITUDE

**that moves us forward**

*Our guiding ideas form the basis of our activity. They accompany us day by day, shaping our philosophy and actions.*

## **Our identity and objectives**

We want our family-run business to hold its own as an independent entity in markets at home and abroad, generate reasonable returns and evolve successfully. Our mission statement marks a path to making good on those aspirations. It establishes our mandate. It defines values we consider important and that govern our everyday approach to work. Such guiding ideas provide a sense of direction and embody a commitment – because the utility of a mission statement depends entirely on those who practice it.

### **Dr. Ruedi Wunderlin**

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# GOALS

that bond us together

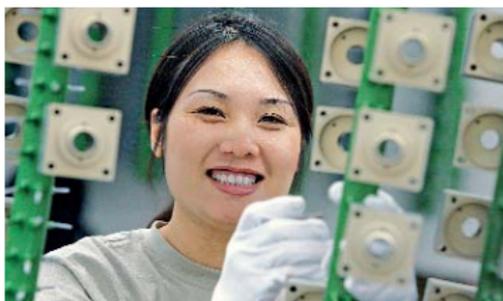


## **Our philosophy and actions**

Our customers' wants and needs set the guidelines for our philosophy and actions. We uphold a spirit of partnership, cultivating long-term business relationships founded on dependability, supportiveness and pertinent dialogue. Customer confidence is our most valuable asset. We are conscious of this, and continually earn that trust through expertise, superior performance and keen perception of the task in hand.

## **Committed employees are our strength**

Our employees are the driving force behind BWB. It is their professional skills, commitment and work ethic that are prerequisite to fulfilling our customers' high expectations. We encourage inventiveness, proactivity and independent, responsible action. Opportunities for instruction and advanced training expand the company's store of knowledge and open attractive development perspectives for employees.



*However good, there is always room for improvement. Competence has to be substantiated, time and again.*

### **We strive for perfection**

We are market leaders in our specialised field of finishing material surfaces for industry and architecture; we are also experts in the upstream and downstream processing steps. We maintain high quality standards, which are not only rooted in our employees' minds, but are also evidenced in efficiently organised processes and our use of the latest technologies. We steadily invest in modernising our production facilities, so they consistently reflect the current state of the art and fulfil high environmental standards.

### **We are flexible and dependable**

We are familiar with the challenges to be met by our customers, and we support them with every means at our disposal. We advise customers personally and engage in close dialogue to develop solutions that offer maximum benefit. Our customers can count on us. We deliver the quality they want, on time, and vouch for meticulous and efficient order processing.



*A business is perceived through the conduct of its employees. They shape the company's image in the marketplace.*

### **We are open-minded and tolerant**

We foster a communication culture based on openness, tolerance and mutual esteem. We treat each other respectfully and settle differences of opinion in a factual way. We interact courteously with customers and business partners, and are always willing to oblige. We are continually aware that the company's standing hinges on our everyday conduct.

### **We act with an eye to the future**

We strive for continuous process improvement. We set great store by research and development. We attentively track technological and market trends. That enables us to identify upcoming needs in a timely fashion and deliver innovative, market-oriented responses. We are mindful of our environmental responsibilities and are prudent in our use of natural resources.



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# COMPETENCE

**that empowers us**

**BWB-Gruppe**  
**[www.bwb-group.com](http://www.bwb-group.com)**

Altenrhein  
Stans-Oberdorf  
Bätterkinden  
Niederwangen  
Schlieren  
Büren an der Aare  
Dresden



OBERFLÄCHENTECHNIK