



# OUR VALUES

WE HOLD STEADFAST TO:

- TRUST
- INTEGRITY AND ETHICS
- INNOVATION
- PASSION AND COMMITMENT
- CUSTOMER CENTRICITY



®



# OUR VISION

TO BE A TOP TEN CONSTRUCTION  
CHEMICAL COMPANY, MEASURED BY:  
DEGREE OF GLOBALIZATION,  
REVENUES AND BRAND AWARENESS IN  
THE PROFESSIONAL COMMUNITY.





# OUR MISSION

WE AIM TO EASE THE WORK OF THE  
INSTALLER, IMPROVE THE DURABILITY  
OF BUILDINGS AND CREATE LASTING  
CUSTOMER RELATIONSHIPS.

WE DO THIS BY MANUFACTURING SAFE,  
INNOVATIVE BUILDING MATERIALS  
AND TREATING CUSTOMERS, EMPLOYEES  
AND PARTNERS LIKE FAMILY.

