





# **GUIDING PRINCIPLES**

## **PURPOSE**

MAKE A DIFFERENCE! Industry, work, self, family and community.

#### MISSION

Create superior value and tailored solutions for customers through empowered people, product excellence and evolving processes.

#### VISION

To become a global leader in the design, manufacture, and distribution of engineered conveyor and processing equipment solutions.

# **VALUES**

**CARE** values earn TRUST

- Can do approach
- Always do what's right
- Respect others
- Everyday grit

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Earned confidence by being passionate, persistent and knowing you are giving the best.

Self-improving values take us to new heights:

**Teamwork** - Promote sense of family, service to others and delight in being a part of a team.

**Accountability** - Make responsible decisions that are datadriven and results-oriented.

**Communication** - Listen and engage in timely exchanges, fact-based discussion and decision making.

**Entrepreneurship** - Prize innovation, creative thinking and problem solving.

**Understanding** - Appreciate knowledge, education, experience, skill and learning.

## STRATEGIC PRIORITIES

Engineered to Excel, Manufactured to Exceed for:

- 1. Accelerating growth
- 2. Optimizing service excellence
- 3. Enhancing quality, innovation, and productivity