

Vision and Values



OUR VISION

We are among the world's leading companies in the business areas of flexible packaging, technical films and product components. In accordance with our shared values we exceed the expectations of our customers, employees and shareholders at all times and everywhere.

OUR SHARED VALUES

Our shared values form the common basis for our actions on the road to achieving this vision. Our shared values are binding on all employees. Our managers agree to inform employees accordingly and to act as ideals for the purposes of these shared values.

FLEXIBILITY

We acknowledge that the world is changing and we initiate change for the better. We will always challenge ourselves to improve and we are open to different solutions.

GLOBAL

We will excel in those places where our customers want us to be. We deal with our environment in a responsible way. We work in global teams. We have a global mindset and we welcome cultural diversification. We speak English as our global language.

INDEPENDENCE

We need to be independent to create our own future; profit is the key element to maintain freedom. Freedom as a company means freedom of individuals to find better ways of reaching common targets.

INNOVATION

We initiate new, market oriented and profitable products, processes, and services as a front runner investing in innovation.

PARTNERSHIP

We want to develop trusted partnerships with customers, employees, shareholders and suppliers.

PASSION FOR EXCELLENCE

We are striving for outstanding products, processes, and services. We set ourselves ambitious goals and are firmly committed to deliver or exceed what has been expected from us. Taking the initiative, continuous learning and improvement are just a normal part of our life.

QUALITY

We act and behave based upon the FirstTime Right principle. We challenge our quality always for improvement.

January 1, 2005
NORDENIA INTERNATIONAL AG
Executive Board