

Statement of Principles

This statement of principles sets out the Vision and Purpose of the business together with the principles that underpin our strategic objectives

Vision

Our unique ability to integrate the latest technology with centuries old traditions will secure our position as the foremost manufacturer of superior quality, high performance steel windows & doors

Purpose

Enhance customers lives by harnessing technology to innovate, exceed boundaries and never be constrained

Core Values

Integrity | Accountability | Perseverance | Challenging

Innovate

Create industry leading products featuring advanced technology that inspires customers and delivers superior functionality and performance

Brand Loyalty

Be the specialist steel window & door manufacturer of choice offering desirable, functional, durable products of exceptional quality, underpinned by outstanding customer service

Sustainability

Create a sustainable business model that generates value for stakeholders including employees, resellers, supply chain partners and customers

Employer of Choice

Provide a workplace that promotes personal development, lifelong learning and opportunity

Ensure employees are supported with the latest technology, training and access to information and knowledge

Encourage a healthy work life balance and ensure employees are valued for their contribution rather than time spent at work

Value and reward employees for their contribution

Engage with the local community

Place the wellbeing of employees at the forefront of everything we do

Environmental

Actively seek to minimise the impact of our operations on the environment through sustainable sourcing, reduced energy consumption and promoting recycling by engaging with supply chain partners, customers and employees.