



MISSION, VISION, & VALUE STATEMENTS

Mission

To provide expertise and proven superior technology for densifying and polishing the world's concrete surfaces.

Vision

To dominate the world's concrete densification and polishing markets.

Values

Curecrete Distribution, Inc. is committed to conducting its business in a manner that is consistent with its core values. These core values serve as an inner compass for our actions as we hold ourselves accountable for their realization. We have demonstrated that by putting these values into practice we can achieve our Mission and Vision of what we have become and what we will be as a company in the future. We also trust that living these values will produce long-term benefits for our customers, suppliers, associates, employees, and the communities we serve.

We provide **LEADERSHIP** as individuals and as a corporation. . .

As pioneers in the industry, Curecrete Distribution has been providing leadership in the concrete densification industry for more than 60 years. We continue to lead in the industry by providing the best products available and by teaching the industry about best practices. Leadership also entails steering consumers away from products that will not perform as promised, by providing truthful and accurate facts which will help them make informed purchasing decisions.

We act with **INTEGRITY** in all that we do. . .

We each accept the responsibility to be personally accountable for conducting ourselves in a manner consistent with the highest standards of honesty and fairness. We stand behind our commitments and do all in our power to persuade others to do the same. We never knowingly provide any information that misleads or is not truthful or accurate, whether it relates to our company or to our competitors.

We give intense, personal, **CUSTOMER CARE**. . .

Our relationships with our customers are of paramount importance. We service all of our customers' needs with a sense of urgency and responsiveness. We want each of our customers to be thoroughly satisfied with our service, products, and support. To this end, we listen to our customers. Their candid and honest feedback is gladly received in an environment where effective communication and appropriate collaboration lead to innovative solutions that are right for our customers.

We show **RESPECT** for all individuals. . .

We treat all people with mutual fairness, respect, and sensitivity. We take pride in the significant contributions that come from the diversity of individuals and ideas. We regard our employees, suppliers, representatives, and distributors as essential team members and deserving of fair and equitable treatment, clear agreements and expectations, and honest feedback on performance. We consider their needs in conducting all aspects of our business.

We foster **INNOVATION**. . .

We actively pursue and develop the very best technology for all of our product lines. While recognizing that not every new idea moves the industry forward, we evaluate and embrace technology that will propel the industry down the best course. We seek innovative solutions that will improve our ability to serve our customers and streamline our processes. We are actively engaged in assuring that we offer environmentally and socially responsible products.

