



What is important to us

Our commitment

Our values are a commitment we make to ourselves and to everyone with whom we engage, from suppliers to customers, and from leaders in the communities in which we live and work to our newest colleagues. The languages and cultures in which we do business differ, but the values we share as a global company remain the same.

- **We take ownership in everything we do.**
Taking ownership means being proud of the products and services we offer, as well as listening to and learning from others.
- **We put our customers first.**
The success of our business depends on our ability to serve our customers. It is our obligation to listen to what they say. We must provide the products and services that will deliver what they ask for. We also strive to offer additional add-on services that will help them.
- **We are driven to perform better each day.**
The marketplace is always moving. To stand still means being left behind. To keep pace with change, we must develop new, improved products and offer our customers ideas that will reinforce their trust in us.
- **We innovate with purpose.**
From the laboratory bench to product development and testing, we create coating systems that will serve our customers better every day. Beyond the lab, we strive to develop new services and ways to provide support that will help our customers thrive.
- **We succeed as a united global team.**
The strength of our company lies in our people. When we work together, there's no problem that we can't solve. Our ability to succeed depends on each of us helping each other, sharing solutions and ideas across the corridor or across the ocean. Our customers everywhere will reap the benefits.