



# Westflex Manifesto

*“Because life is work – and work done well is art”*

December 11, 2009



*The Flexible Solutions Company®*

## Westflex Manifesto

### The Vision:

***“Be the Best Damn Industrial Rubber Company in North America”***

- ❖ **Westflex will be known and respected industry-wide as the “*Flexible Solutions Company®*” offering elegant, BETTER VALUE solutions that, “Flex, Connect, Convey & Seal”.**
  
- ❖ **Our Customer Service will set new industry standards for:**
  - **Responsiveness**
  - **Right-Sized Product Solutions**
  - **On-Time Delivery**
  - **Value Pricing**

**We will realize these goals because we will –**

***“DO IT BETTER THAN IT HAS EVER BEEN DONE BEFORE.”***

**Our Mission – Our Pledge:**

***Always better value!***

We will relentlessly seek ***better value*** for our customers. We will seek better products, better prices, better solutions, better systems, better-trained people, and better customer satisfaction – we will never stop trying to improve. Every decision will be preceded by the question: “Will this create ***better value*** for our customer?”

***Better than it’s ever been done before!***

## Core Values

Never compromised, will never change, at the center of who we are and what we do.

- *Golden Rule*
- *Absolute Integrity*
- *Continuous Improvement*
- *Hard Work (Always Your Best Effort)*

## Company Purpose

(Why we exist)

- *For the Customer* - *To provide the tools & solutions our customers need to succeed*
- *For the Team* - *To make a place where people that share our values can grow and thrive - a place where the work is challenging, satisfying, and rewarding.*
- *For You* – *The chance to do it better than it has ever been done before*

## **The Good Company**

**By all measures, Westflex will be a “Good Company”, loved by our customers, envied by our competition and esteemed by our employees.**

- Good companies make the world a better place
- Good companies are embraced and appreciated by their community
- Good companies are great places to work
- Good companies value people and principles above profits
- Good companies turn problems into opportunities
- Good companies provide challenges & opportunities that enrich people’s lives
- Good companies lead – never follow
- Good companies win the game of business

### **The Ingredients of Success:**

- Exceptional People
- Teamwork
- In everything, “Customer First”
- Seek Elegant Solutions
- Say what you do, do what you say
- Observe, Listen, Collaborate, Innovate, & Improve.....Endlessly
- Maintain the highest ethical standards, be socially responsible, respectful of all, and give back to our community.
- Maintain a “*Quality Focus*” in ALL aspects of what we do: From our products, to our workplace, to our marketing materials, to our personal appearance, and to our manners and attitude. Be obsessed with quality!
- Keep an open mind, never stop learning or trying to get better – for the Customer and yourself
- Have fun.