

Expanding Color Reality

Supporting Principles:

Beyond mission critical from inspiration through production

Color to total appearance capture

Share, communicate physically and digitally

Passion and obsession to lead

VISION STATEMENT

We develop, manufacture, market and support innovative technology-based solutions for global markets where color and appearance matter, from inspiration through production, for the purpose of creating economic value while considering our environmental and social responsibilities.

MISSION STATEMENT

You can count on us to:

STRIVE to deliver exceptional value to our external and internal customers

MAKE DECISIONS in the interest of the enterprise, team and ourselves, in this order

LEAD or **PARTNER** with fellow employees constructively and respectfully

EXPLORE and take risks

QUESTION or **DEBATE** what is and what should be, but once decided, commit and execute

CELEBRATE success and risk-taking by teams and/or individual performers

ABIDE by governing laws and regulations

LIVE the company culture, reinforce it, talk it and demonstrate it in daily actions

CODE OF CONDUCT

CUSTOMER defines a job well done

SPEED and **INNOVATION** to stay out front

ACCOUNTABILITY to committed deliverables, to colleagues and the team

TEAMWORK because together we can accomplish anything

INTEGRITY to always do what is right

PASSION to accomplish our goals

STATEMENT OF VALUES