

**schattdecor**

# The Philosophy of the Schattdecor Group

This text is drawn from the original version dating from 1998.  
The design was graphically updated in June 2018.

# 01

P R E A M B L E



Schattdecor has a corporate culture that has evolved over the years as the company has developed. Thanks to our growth, the company has been in constant flux, with subsidiaries being founded abroad, new production sites being built and new employees taken on board. What has changed as we've grown? What can and do we want to preserve as part of our corporate culture?

These were a couple of the questions that we started asking ourselves in 1998. After giving it a lot of thought, the management team decided to put this process in the hands of our employees. Only then could we be sure that the experienced and lived reality of the company was reflected in its culture. Over the course of several workshops, our employees put down on paper what they saw as our fundamental beliefs. Schattdecor was founded in 1985. From small beginnings, it has gone on to become an international enterprise with a global presence. We see our company as something distinct and special. We feel at home at Schattdecor, and want it to stay that way in the future.

The mission statement text should not be considered a summing-up of our values, and they're certainly not our business legacy, either. Rather, they represent a snapshot of the living culture within the company and a benchmark for our ongoing development.

”  
BY EMPLOYEES, FOR EMPLOYEES –  
HANDS-ON, LIVED REALITY.  
“

Walter Schatt



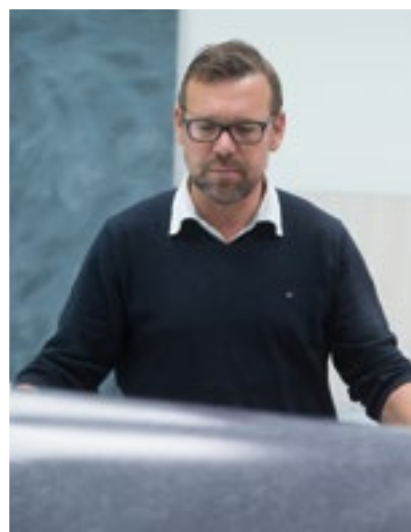
## 02 THE GOALS OF OUR WORK

There is no denying that Schattdecor's goals are geared towards earnings. The company has to realize a profit, and the workforce has a right to appropriate pay. Nevertheless, we do not see these economic necessities as the be-all and end-all of what we do.

We are aware that securing the future of the company can only be achieved by obtaining the long-term satisfaction of customers, employees, suppliers and the banks. For this reason, we do not solely see Schattdecor as a place of work but as an environment in which people are able to develop and unfold. Accordingly, we endeavor to establish solid relationships based on honesty and fairness both inside and outside the company. And while we admit to being performance-oriented, we are not ashamed to declare that we enjoy doing what we do.

Moreover, as the market leader we are aware of our responsibility towards our stakeholders, and do all that we can to ensure that we fulfill the creativity and quality standards we have set ourselves.

Then, and only then, can profit-driven objectives be justified.







## 03 OUR CALLING

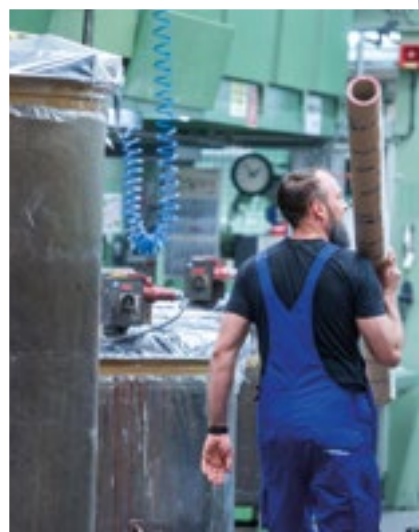
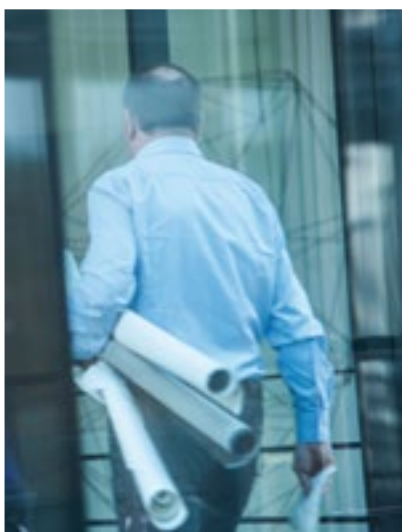
We are a surface specialist. We create beauty by enabling the enhancement of surfaces with wood, stone and abstract decors.

Our work brings color and design to the living and office quarters of millions of people all over the world, and it contributes towards the production of beautiful, high-quality yet affordable furniture and floorings. This is what spurs us on and motivates us in our work.

We are committed to providing deliveries on time and with all due care, and to maintaining sufficient production capacity in order to make this possible.

Our decors help spare wood as a valuable natural resource, plus our low-pollution production methods make an active contribution towards environmental protection.

Our operations on the world market are infused with respect for other cultures, and we regard cultural exchange as something that benefits us all.



## PARTNERSHIP PRINCIPLES 04

We do not distinguish between employees, colleagues, customers or suppliers. In our view, all of the people we encounter in the course of our work are of equal importance. Only partnerships on an equal footing are capable of evolving into lasting relations.

Quality and service are not empty phrases at Schattdecor, but the result of intensive collaboration on all levels. And this serves as the basis of the trust that customers place in our firm.

When conflicts arise, we search for the causes and try to find fair solutions with the involvement of all concerned. If, despite our best efforts, continued relations are no longer possible, we do not shy from necessary consequences.

We seek to make our mark by means of amicable and cooperative relations and not at the expense of others. We see success as an occasion to celebrate and failure as an opportunity to learn.

We have a lively awareness of being in the public eye, and take our reputation seriously. At the sites of our production facilities we aspire to maintain open relations with our neighbors, local governments and the public in general.





## MANAGEMENT PRINCIPLES 05

We foster individuality in our company, and we keep all forms of organization to a necessary minimum. We do not balk at change but rather encourage it. Plus we do not regard necessary rules, regulations and standards as shackles but as the basis of entrepreneurial freedom.

Our approach is an all-inclusive, integral one that does not throw up barriers between departments. We are committed to seeing the greater picture in all our actions.

Our subsidiaries are responsible for the business they do, and we provide them with every means of support. We seek to live our fundamental convictions throughout the company without denying foreign colleagues their self-assurance or cultural identity.

At Schattdecor, those who hold a senior position do so because they have proven themselves through hard work, professionalism and achievement. In turn, they see those placed in their charge as individuals first and foremost, and secondly as employees worthy of deployment according to their abilities – including development of their potential. We believe leadership means placing trust in one's employees and convincing them of one's aims as a means of bringing about a wholehearted work approach. Leadership means putting people first and having an open ear for their issues and concerns.





## THE FUTURE IS OPEN

While being aware that we possess a special corporate culture, we also realize that change will come about as we continue to develop.

The future may be open and full of opportunity, but no one can tell what things will be like in five years' time. No matter what the future brings, we hope we remain the way we are today. This brings us to the purpose of this brochure.

It contains our fundamental convictions and acts as a guide to our corporate culture, both now and in the future.

We have an obligation to both preserve our corporate culture and to align our company to its principles. Accordingly we encourage our employees to tell us if we fail to live up to our convictions, and we hope our business partners will do so too.



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