

We aim to be the preferred supplier in our local community, building long lasting relationships and growing our business through our core values of honesty, integrity and professionalism.

**Our business mantra is...**  
**“Be the easiest company to deal with”.**

## Honest

You should expect honesty in all areas of our conduct. This includes acting with integrity in everything we do both in dealing with customers and suppliers. If we make a mistake, we will apologise and endeavour to put it right to your satisfaction.

## Professional

You should expect a consistent high level of service from our well trained friendly staff. We will aim to be flexible to meet your needs and use your feedback to improve how we do things.

## Proactive

We will operate whilst continually looking ahead for ways to enhance our service offering and product portfolio. We are dedicated to helping our customers win more sales and help grow their business.

## Ownership

Each member of staff takes personal ownership of the tasks associated to them and their roles whilst understanding we share a responsibility for delivering excellence in customer service.

## Timely

We understand the challenges our customers face in this “we want everything now” world. We strive to be truly responsive to our customers’ needs and ensure we are a trusted and reliable supplier.

## Easy to deal with

With technology at the forefront, we want to make it easy for our customers to do business with us every step of the way. We will remain flexible in our approach and ensure that dealing with us, is a pleasurable experience.