

Our business is about **PEOPLE**, the customers and all others who touch our products and services.

Our **PRODUCTS** & services will add **VALUE** to our customers and their pursuits.

Everything we do will be of high **QUALITY** and unquestionable **INTEGRITY**.

We will encourage and cultivate new ideas and fund extensive research to develop **INNOVATIVE** products.

We will provide **RELIABLE** and quality support and training to our customers.

Associates, the people who work with us, will be respected and treated with **DIGNITY**. We will be mindful of ways to help our employees fulfill their family responsibilities.

We will not manage diversity; we will **NURTURE** and value it. Compensation will be fair and working conditions clean, interesting and fun.

There will be **EQUAL** opportunity for employment, development and recognition of merit. We will provide competent management and their actions will be just and ethical.

We are responsible to our **PLANET**. We will be good citizens, support civic improvements, charities and education and ensure that every teacher and student has access to our products without profit. We will protect the environment and natural resources.

Our final **RESPONSIBILITY** is to our stockholders. Business will make a sound profit. Reserves will be created to provide for adverse times.

We will fulfill our responsibility to the **PEOPLE** and our **PLANET**.