



**BOOKLET**  
**VISIONS &  
VALUES**

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## IMPRINT VISION & VALUES

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For reasons of better readability, the simultaneous use of masculine, feminine and diverse language forms is avoided. However, all persons are addressed equally.





# MUTUAL RESPECT IS THE FOUNDATION OF A FREE SOCIETY.

## DEAR EMPLOYEES,

Visions and values are especially important for us as a family-run company. For generations, our company has been actively putting shared values into practice to build a business that runs – and indeed thrives – on trust. An important element of this way of doing business is our commitment to our employees. But we are also committed to the society in which we run our business. Back in the 19th century, our workforce received social benefits, before companies were obliged to provide such benefits by law. Today, as a global player with over 50 locations on three continents, we know that our true competitive advantage lies in our motivated and well-trained team; any company can purchase the necessary technology, but money cannot buy what we have at ZOELLER.

Our values go further; they are intended to give us all guidance and assistance. They describe how we want to live and work with one another. In this „Vision and values“ booklet, which we have compiled together, we are publishing a code of practice for respectful interaction for the first time. Our commitment to human rights, freedom of expression and tolerance stands above everything else. Every person is unique. Praise and recognition make us strong, productive and self-confident. Let us join forces to combat discrimination,

racism and sexism in our company and in the society in which we live. Let us always be true to ourselves in our dealings with each other. This will enable us to tackle any situation in a decisive, pleasant and trustworthy way. We should never forget that all people tend to find fault with others before they find fault with themselves. Let us ask ourselves what reactions our behaviour would trigger from our opposite number, if we were in his position.

Mutual respect is the basis of a free society.



Dr. Johannes F. Kirchhoff



Dr. Jochen F. Kirchhoff



J. Wolfgang Kirchhoff



Arndt G. Kirchhoff



# OUR VISION

OUR TECHNICAL EXPERTISE AND  
EXCEPTIONALLY HIGH STANDARDS ARE  
WHAT SET US APART – BECAUSE WE  
ARE PASSIONATE ABOUT WHAT WE DO!

From left to right: Markus Dautermann, Thomas Schmitz, Volker Schröder  
Management Board

# OUR VISION

It is important that all employees have a common understanding of the corporate objective so that ZOELLER can be successful. A common vision creates a feeling of solidarity and gives direction to our quest. It expresses our aspiration to always be among the best in everything we do. Every individual contributes towards making our vision a reality.

## TECHNIK ENTSCHIEDET.

- We're the world's leading manufacturer of lifter systems.
- Our innovative capabilities and discipline enable us to produce outstanding individual solutions for demanding applications.
- Flexibility and fast, customer-focused service are the cornerstones of how we do business.
- Our strategy is to operate in a personal and down-to-earth way, fostering open communication with partners and employees at all times.
- We think ahead and support our customers wherever and whenever they need help – no ifs, no buts.
- We strive to do our best for our employees, equipping them with the skills they need to excel at and enjoy their work.





# OUR VALUES

OUR VALUES PROVIDE DIRECTION AND SECURITY. THEY FORM THE BASIS OF OUR DAY-TO-DAY ACTIVITIES.

# OUR VALUES

Honesty and reliability, trust and respect, social, ecological and cultural responsibility – all of which apply to ZOELLER and all the companies in the KIRCHHOFF Group.

Regardless of who we are, or what our place is in the ZOELLER team, this “Vision and values” booklet should be the key guideline for each of us in our day-to-day activities.

## WHAT DO OUR VALUES MEAN FOR OUR SOCIETY?

Values hold our society together. They have an immediate impact on our daily life together and form a framework that gives direction and security, even in our fast-moving times and in the global environment that is becoming ever-more complex.

## WHY DO WE, AS A COMPANY, PLACE VALUES AT THE CENTRE OF OUR DAY-TODAY ACTIVITIES?

ZOELLER’s values are deeply anchored in our company culture. They describe what is important in our daily life together and what makes us special. We see them as the basis for our success

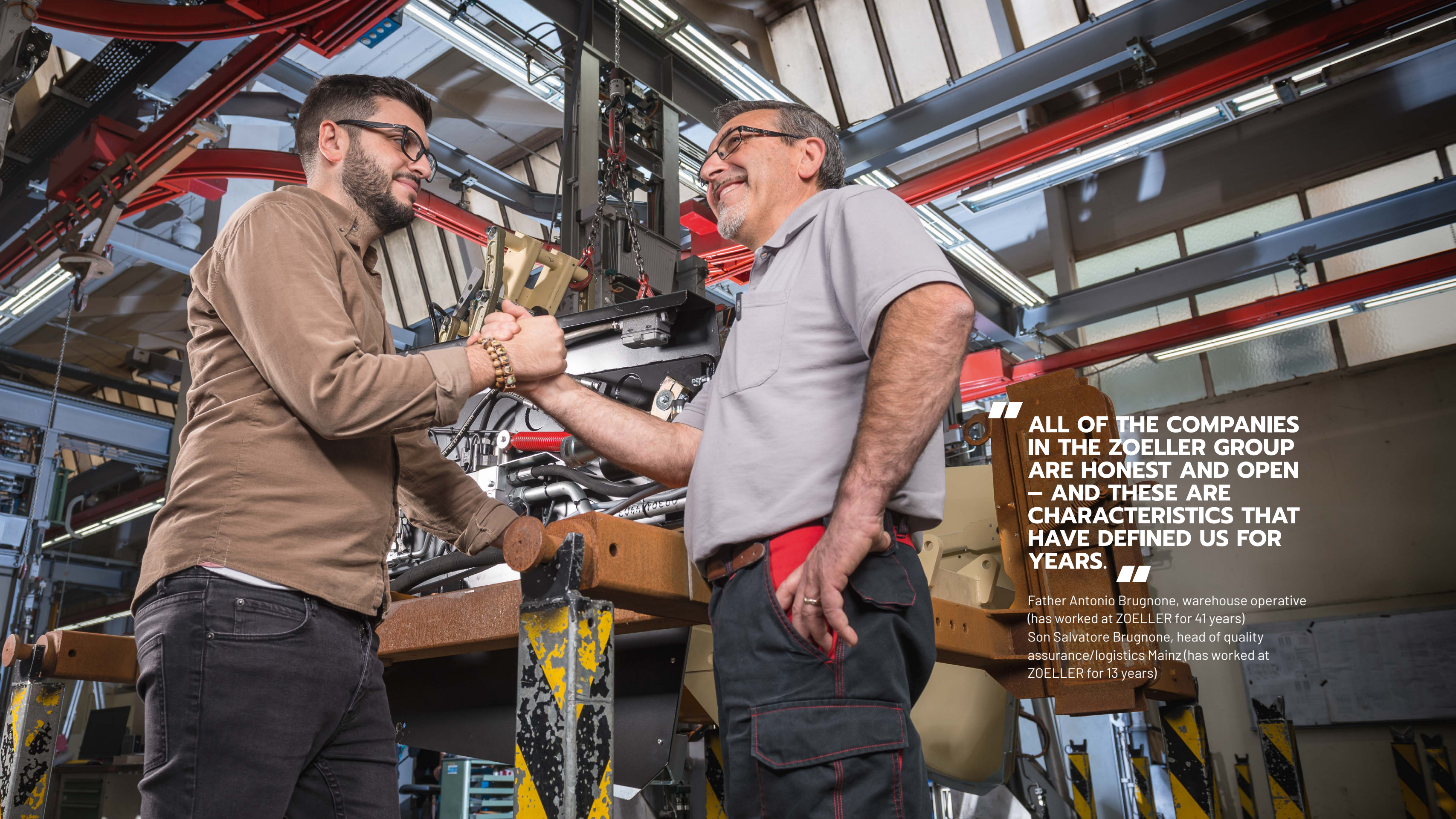
in society. ZOELLER’s values give clarity and commitment in our dealings with colleagues, employees and managers and with our customers, suppliers and cooperation partners. They form a framework for appreciating the uniqueness of every single employee and for understanding cultural differences. We see these cultural differences as an asset and a source of innovation and constant improvement.

Our values not only strengthen our responsibility for the sustainable development of our society, but also promote the conservation of nature and biodiversity in the interest of future generations. They are the bond that unites all ZOELLER employees into one strong team.



## OUR VALUES

Read them, understand them, follow them – and encourage others to do the same!



**“ ALL OF THE COMPANIES  
IN THE ZOELLER GROUP  
ARE HONEST AND OPEN  
– AND THESE ARE  
CHARACTERISTICS THAT  
HAVE DEFINED US FOR  
YEARS. ”**

Father Antonio Brugnone, warehouse operative  
(has worked at ZOELLER for 41 years)  
Son Salvatore Brugnone, head of quality  
assurance/logistics Mainz (has worked at  
ZOELLER for 13 years)



## OUR VALUES: HONESTY AND RELIABILITY

- We are honest with each other and with our business partners.
- We provide information openly and in good time. Sincerity and transparency in communication are important to us. We have short chains of communication and use the information systems available to us, laying the foundations for efficient business and decisions that bring us closer to our goals.
- We are always open with one another, and treat others fairly.
- We are reliable, we keep our promises and we comply with the law.



## OUR VALUES: TRUST AND RESPECT

- We trust one another and our business partners. We assume that others act with integrity, and that their actions, views and statements are accurate and truthful.
- We treat others with attention, appreciation, courtesy and respect, regardless of nationality or ethnic origin, gender, religion, age, disability or lifestyle choices.
- We view the diverse range of people and cultures within our company as something that enriches our business and drives innovation.



# OUR VALUES: SOCIAL, ENVIRONMENTAL AND CULTURAL RESPONSIBILITY

## SOCIAL RESPONSIBILITY

We understand that we should conduct our business in harmony with the interests of wider society.

We make additional voluntary contributions towards the sustainable development of our society, beyond what is required of us by law. We are committed to maintaining and promoting charitable projects and encourage our employees to get involved in volunteering wherever possible.

We create the right conditions for ongoing training for young people and for helping older employees get to grips with the latest developments. We believe in the principle of life-long learning.

## ENVIRONMENTAL RESPONSIBILITY

We want to conserve nature and biodiversity for future generations. We protect the environment by using resources carefully, and by implementing strict environmental standards in all of our production processes.

We provide regular training for our employees on environmental responsibility and compliance with safety regulations. We expect our employees to do everything within their power to protect people and nature from harm.

## CULTURAL RESPONSIBILITY

We are committed to maintaining and promoting cultural values. We observe and promote cultural identity and traditions in the countries in which we operate.

We believe that art, music, literature, traditions and beliefs are an important element of quality of life within a society, and we promote these aspects of culture accordingly.



// WE OPEN DOORS TO  
MAKE TODAY'S  
VISIONS TOMORROW'S  
REALITY. //

Business trainee,  
ZOELLER TECH Poland



# OUR CODE OF CONDUCT

THE CODE OF CONDUCT OF THE ZOELLER GROUP PROVIDES A SET OF GUIDELINES FOR OUR DAY-TO-DAY COLLABORATION. WE CAN ONLY ACHIEVE LONG-TERM SUCCESS IF WE ALL FOLLOW THESE RULES.

**KNOWLEDGE DRIVES  
PROGRESS.**

Noray Matosoglu and Axel Krebs,  
Quality Assurance



# OUR CODE OF CONDUCT

## I ACT WITH TRUST AND RESPECT

- I respect individuals for who they are and I respect cultural diversity.
- I create an atmosphere of trust that promotes creativity and improvement.
- I respect different opinions and perspectives.
- I support my team.
- I have no prejudices towards my team.
- I actively listen and let others say what they have to say.
- I value the work of each individual.

## I RESPECT STANDARDS

- I always wear my PPE.
- I respect meeting rules.
- I follow internal and legal regulations.
- I respect rules put in place to protect the environment.
- I follow the defined escalation process.
- I respect the standards and expectations of my customers and strive to provide the best possible service.
- I motivate my team to meet set standards.

## I ENCOURAGE AND DEVELOP MY TEAM

- I ask colleagues for their opinion.
- I delegate tasks and responsibility, because I trust my team to do the right thing.
- I encourage collaboration, both within my team and with other teams.
- I support continuous learning.
- I spend more time asking questions than issuing instructions.
- I motivate my team.
- I provide constructive feedback.





# OUR CODE OF CONDUCT

## I COMMUNICATE IN A CLEAR AND UNAMBIGUOUS WAY

- I express myself clearly and unambiguously.
- I communicate openly and respectfully.
- I speak in an articulate way, at an appropriate volume.
- I communicate using numbers, data and facts.
- I set responsibilities and deadlines.
- I write in a way that is easy to read and understand.
- I encourage transparent communication using personal, internal communication channels.

## I ENCOURAGE CONTINUOUS IMPROVEMENT

- I encourage the development of new ideas.
- I create an atmosphere of trust that allows people to learn from their mistakes.
- I am open to constructive criticism.
- I appreciate all suggestions for improvement.
- I provide feedback on suggestions quickly.
- I support changes to make improvements.
- I actively push for change, as it brings far more advantages than disadvantages.

# OUR CODE OF CONDUCT

## I SHARE MY KNOWLEDGE

- I don't keep what I know to myself.
- I recognise that all questions are valid.
- I take time to explain things.
- I make the right information available.
- I communicate clearly and regularly.
- I ensure that information flows smoothly around the organisation.
- I encourage colleagues to share their knowledge.

## I AM A GOOD ROLE MODEL

- I am honest and reliable.
- I always keep my promises.
- I always do what I say I will do.
- I ensure that the area I'm responsible for is managed properly.
- I am aware that my team will reflect my conduct.
- I distribute work effectively among my team.
- I act in accordance with all the principles of the ZOELLER code of conduct.







“ **HELPING ONE ANOTHER AND LEARNING FROM ONE ANOTHER – THAT’S OUR DEFINITION OF A PERFECT TEAM.** ”

Trainees in the training workshop  
ZOELLER TECH Poland

