

OUR VISION

To be a customer focused supplier to the UK construction industry and to be recognised for providing innovative products and services solutions in a spirit of collaboration for the success of all stakeholders.

OUR VALUES

CUSTOMER FOCUS

- Everyone is responsible for customer satisfaction
- Our strategy is driven by customer needs
- We constantly appraise our customers' satisfaction and carry out national survey to a pre-determined timescale.
- We seek to delight our customers, both external and internal, by going that 'extra mile'
- We are a "Can Do" company

PROFIT

- It is in the interests all stakeholders that we maintain our profitability
- Profit is an enabler to our continued existence and development, both company and individually, and not an end in itself
- We will seek to grow our business as an investment for all stakeholders

PROFESSIONALISM

- We are committed to the environment, quality and health & safety
- We say what we do and do what we say
- We are reliable, fair, consistent and show integrity
- We strive for continuous improvement and a 'right first time' attitude in all that we do
- Benchmarking our performance is a pre-requisite to our improvement activity
 - We have a strong respect for people

INNOVATION

- We wish to be leaders in Innovation within our markets in terms of products, services and processes
- Innovation is the key to our continued success
- We encourage a culture of controlled experimentation and creativity
- We include our customers and suppliers in our innovation processes and innovate on their behalf
- We recognise the creativity of our people

COLLABORATION

- We seek to establish strategic partnering where appropriate
- We encourage the total integration and early involvement of any supply chain in which we are involved
- Teamworking has become part of our way of life
- We work WITH our colleagues, customers and suppliers
- We desire a seamless flow of information across our organisation and in any project in which we are involved
- There is a recognition of 'partnered' customers

OPENNESS

- We acknowledge our mistakes quickly without fear of retribution and learn from these mistakes.
- We operate in a "no blame" environment
- We are honest & transparent in our dealings with colleagues, customers and suppliers
- We constantly appraise our staff and encourage feedback via a formal employee survey.
- Empowerment and training provide information

FORTICRETE®

INNOVATORS IN CONCRETE™