



CORE VALUES

Integrity. We demonstrate honest, ethical business practices and our actions are consistent with our strong internal values. We place the success of our business and its people ahead of personal gain.

Empowerment. We give and receive unquestionable trust. This creates a safe and supportive environment that fosters personal and professional growth. We always help one another reach their full potential.

Customer Care. As a team and individually we go to extraordinary lengths to serve our customers. We provide our customers with the best products available and deliver them in a fashion that continually exceeds their expectations. In return, they are loyal fans and share their experience with others.

Sustainable. We guard our company resources with the same vigilance as our own. We earn profits that create capital for growth, prosperity, opportunity, job satisfaction, and job security. We lean into adversity, are never complacent, and always strive for greatness.

Impactful. Through decent wages, charitable contributions, and a fun, positive work experience, we influence the world around us. We enrich the lives of our friends and families, we contribute to the betterment of our communities, and we ultimately leave the world better than we found it.