

A photograph of a person's feet wearing white socks, standing on a light-colored wooden floor. The feet are positioned in the upper right quadrant of the frame. The background is a solid light wood grain.

KLAFS
TECHNICAL

Feel Well

VISION.PURPOSE.VALUES

Rev 09.05



VISION

WHAT WE SEE

To build the most recognisable brands associated with feeling well in the UK and Ireland.

PURPOSE

WHY WE ARE HERE

We are here to help those we interact with feel well and we are all committed to the creativity required to be the best in the world at this.



OUR VALUES



Feel Well

Family

Ethical

Energy

Legacy

Workmanship

Expand

Leadership

Laughter



FAMILY

COMPANY FAMILY

We believe that our company should have a family feel, where staff can develop relationship and friendship

VALUE OF STAFF

We believe that our employees are one of our most valuable assets, essential participants with a shared responsibility for the success of our company

OUR FAMILIES

We recognise the importance of the family and will endeavour to both guard and nurture the families of those who work with us

ETHICAL

INTEGRITY

We care deeply that everything we do is done with integrity: keeping our word, acting within our values and being exceptionally honest.

GLOBAL RESPONSIBILITY

We value the world in which we live and in all that we do we recognise our responsibility to maximise the efficient use of resources and to minimise waste.





ENERGY

MOTIVATION

As a team we are committed to remaining positive and motivated in our work. We are always looking for ways to do things better and take great pride in our achievements.

ENGAGING

We want all our TEAM to be as engaging as possible. We want it to be clear that we are interested and that we do care.

PASSIONATE

Our aim is simply to continually develop and uncommon passion for what we do and for all those people with whom we interact.

LEGACY

FUTURE

We look to the future and think about it. With passion and courage we believe that we can shape it.

CREATING SOMETHING THAT LASTS

As a TEAM we all want to build a company that is consistent and sustainable.

BEYOND OURSELVES

We are stewards of gifts and resources and will support and engage in charity to enhance and develop the lives of others.





WORKMANSHIP

CREATIVITY

Creativity and innovation are pivotal to our success. We consistently apply our resources to them, seeking ideas from everyone.

BEING THE BEST AT WHAT WE DO

It is important that we do everything to the best of our ability and make sure that our ability is the best for what we do.

PROFESSIONALISM

It is not just the work that we do that sets us apart, but it is **HOW** we do that work that makes us stand out.

EXPAND

COMPANY GROWTH

It is our view that growth is a fundamental part of life, and we will continually seek to grow

PERSONAL GROWTH

The success of the company depends on how much we all grow as individuals and so we commit ourselves to a lifestyle of personal growth





LEADERSHIP

MARKET LEADER

Our commitment to our customers and to ourselves is to always strive to pioneer new ideas and show the way.

CREATING LEADERS

We see leadership as something you are and do and not just a job title. This company is committed to developing leadership within our TEAM.

RESPONSIBILITY

We will take ownership of and be accountable for what we do, seeing it through to the end.

INFLUENCE

We seek to increase our influence and to do so with the humility required of such influence.

LAUGHTER

HUMOUR & FUN

Our work place shall be full of fun and humour, making it a thoroughly enjoyable place to be. At times, a good belly laugh can be a company requirement.

WE LAUGH AT OURSELVES

We can cope with laughing at ourselves whether its our jokes or our mistakes or our ideas or our successes. (We are human men and human women and we are funny).





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