

MEIKO dishwashing, cleaning and disinfection technology



# Clean, Clear, Transparent

The MEIKO Group Mission Statement





## Mission and principles of the MEIKO Group

- The MEIKO Group develops, manufactures and distributes commercial warewashing machines, dishwashing systems and cleaning and disinfection appliances for use in hospitals and residential care homes.
- Our customers know they can count on us to provide professional solutions. We regularly demonstrate our capabilities and expertise by successfully implementing even the most complex projects.
- Our goal is to provide our clients with the very best quality at competitive prices.
- Our key strengths include well trained and highly skilled staff, outstanding technical know-how, streamlined processes, and a distribution and service network that puts our clients' needs first.
- We are one of the world's top providers of warewashing and cleaning technologies. We are the market leader in a number of market and customer segments.
- To ensure we provide cost-effective, high quality solutions that meet our customers' needs, we have certified our company's quality assurance systems to DIN EN ISO 9001 and are continuously striving to improve our business processes.
- All our employees are committed to ensuring strict compliance with the processes and working procedures defined in our quality assurance systems.
- Our success and our ability to safeguard jobs in the future depends on certain key factors, namely training and developing our employees, giving the works council a role in shaping our business, motivating our employees and encouraging them to identify with the company.
- Our corporate policy takes full account of our responsibilities to our customers, our employees, and the environment.



## Principles of our sales policy

- The continued existence and success of the MEIKO Group depend on the response we get from our customers. That is why all our activities are directed at reinforcing and enhancing customer acceptance and customer loyalty.
- Companies and jobs can only be safeguarded from a strong market position. That is why we aim to be the market leader in selected market and customer segments. We choose the segments based on their sales and revenue potential.
- We seek to maintain a balance between sales and revenue targets. Rising sales volumes are essential in growing markets and desirable in shrinking and stagnating markets – but only on condition that we can achieve reasonable returns.
- A local sales presence is essential if we want to be close to our customers. We therefore aim to further reinforce and enhance the decentralized structure of our sales operations.
- Business relations are relations between people and should be based on trust and fairness. We greatly value personal contact with our customers and take pride in making promises our customers can rely on.
- Quality of service is a key competitive differentiator. We are continuously endeavouring to optimize our standards of service – for example by providing information and spare parts promptly and by handling complaints quickly and effectively.
- Staying in the information loop gives us a competitive edge. That is why we encourage the continuous exchange of information.
- We treat our competitors fairly, too. Our competitive approach is distinguished both by integrity and by a passion to succeed.





## Our technology principles

- We work on behalf of our customers. That means that all our activities and decisions are focused on the goal of enhancing value for our customers.
- We aim to preserve our company by never losing sight of our competitive position. Our business objectives include on-time deliveries, adherence to deadlines, cost-effective solutions and high production standards. Achieving these objectives requires innovation and high standards of technology.
- Offering the right balance between price and performance benefits customers while giving us a competitive edge. At the same time, we need to be profitable enough to make the necessary investments in technology and innovation.
- We therefore avoid wasting energy, materials or capacity by
  - producing our products in as few steps as possible;
  - using lean and efficient methods of production;
  - understanding, managing and organising massproduction (i.e. the production of large amounts of standardised products) in a way that addresses the specific needs of mass production;
  - understanding, managing and organising systems engineering (i.e. producing small batches of more complex products) in a way that addresses the specific needs of systems engineering.
- We are aware of our responsibilities towards the environment and natural resources. That is why our appliances and systems are designed to minimise the consumption of energy, water and chemicals
- Our appliances and systems are designed to be durable and easy to maintain – two factors that boost customer loyalty. The materials we use are high-quality and, wherever possible, recyclable.
- Product profitability depends far more on organisational factors (material flow, production processes, planning, control and communication) than it does on technology. That is why we prioritise organisational issues over technological ones.
- Quality may not be everything, but we never underestimate its importance. We constantly keep quality in mind – in our day-to-day activities, our customer service and our products.
- Whenever we enhance our knowledge and improve our capabilities, our customers benefit. When our customers ask for something, we see that as an opportunity to demonstrate what we can do.





## Our administrative principles

- We see ourselves as a service provider.
- The MEIKO Group thrives on successful implementation of its core processes:
  - Development and construction
  - Production
  - Sales and serviceWe actively support these areas.
- We supply the timely, up-to-date figures our company needs to make decisions on planning, controlling and monitoring its costs and operating activities.
- We use state-of-the-art communications and information technologies to boost the efficiency of our company's business processes and maintain close links between corporate functions.
- We provide advice and support to resolve personnel issues. Our staff are one of our company's most valuable assets.
- We provide advice and support to our affiliated companies so that they can focus their efforts on meeting their customers' needs.



## Principles of our human resources policy

- Our staff is one of our company's most valuable assets. MEIKO understands how important it is to have a company-wide strategy for human resources management.
- Learning is an ongoing process. It is up to us to provide clearly structured, carefully chosen training and development programmes to keep our employees up-to-date with the latest skills and knowledge.
- We want successful employees who focus on results. One way we achieve this is through results-oriented compensation.
- Decisions on pay and salary issues are made within the framework of an agreed system of remuneration taking into account the specific roles and activities in each individual case.
- Changes in personnel are carried out within individual business units based on current requirements and in line with defined procedures. The approved human resources budget for the year provides the basis for these changes, and any additional changes that become necessary during the year must be discussed and agreed by the business units.
- Personnel management and support is a task that all managers are expected to actively engage in, wherever necessary in consultation with the human resources department and works council. This task includes regular one-on-one meetings and appraisals.
- Our human resources management system is based on open and frank communication with the staff. Motivation is a crucial factor.
- The collective interest of all employees – and therefore of the company – shall always take precedence over individual interests.



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The clean solution

