



# FORS MW



## Fors MW Values

### CUSTOMER FIRST

#### Quality and delivery on time

Our first priority is to deliver the required quality on time. Reliable products and services, in all aspects, are key to our success and create value to our customers. Orderliness is the foundation for high quality and on time delivery.

#### Appreciate your customer

The customer is the very reason for our existence. Acknowledge and thank your customer. Be transparent and honest. Live up to your commitments and promises, and treat all equal. Strive for easy access to products and services, providing the best possible customer experience.

#### Know your customer's expectations

Research and learn to know and understand your customers. Get inside your customer's head by asking questions and always try to give them more than they expect. Encourage and allow your customers to easily give feedback and to get in touch with you, in many various ways and methods. Change and adapt to the customers ever changing needs.

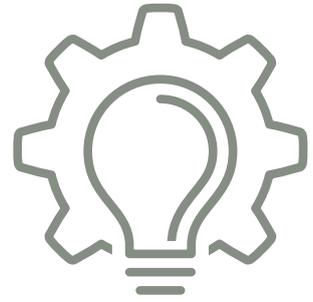
#### Create added value for the customer

Value is defined in the eyes of the external customer – everything else that consumes resources is waste. Identify what your customer really wants and strive to give them the best possible value. Ask yourself if what you do now, adds value to the customer.





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## Fors MW Values

### ENTREPRENEURIAL BUSINESS

#### Innovation is in our DNA

Life is never boring for a curious person. The founder of Fors MW was an entrepreneurial person who knew that most innovations are the result of curiosity. We encourage people to ask open questions, even when we think that we know everything. Embracing curiosity leads to innovation and that leads to a better product or service.

#### Competitive insight-affordable price

Fors MW once started with the insight that there was a market for a product at an affordable price. Competitive insight is about understanding the market and identifying business opportunities. It is also about understanding our own position and where to improve our performance and competitive advantage. This applies to all parts of the company, design, production, administration and sales & services.

#### Continuous improvement

Not improving means moving backwards as our competition does not stand still. We believe in solving problems where they actually happen, to go and see, finding the root cause and base our improvements on facts. We learn through both success and failure using standardized work methods to establish new and improved ways to work. We dare to try, while at the same time identifying and managing potential risks, always moving forward in endless and small determined steps.

#### Profitable growth

Sales alone do not drive profitable growth. Managing production and operating costs is equally important. Knowing if each product is contributing to our profitability and designing new/improved products to be profitable is absolutely essential. Profitability and growth must go hand in hand. This gives us the strength to develop our company and employees.



**FORS MW**



## **Fors MW Values**

### **COST AWARENESS & SIMPLICITY**

#### **Simplicity**

We believe in simplicity, not complexity. Designing for simplicity of use, manufacturing and maintenance is about going deep into the customers minds and understanding their main goals. Both our products and services must be easy to understand. To simplify means to eliminate unnecessary things. It is the soul of efficiency. Simplicity is also about doing our daily work without complexity and bureaucracy.

#### **Proud to be cost efficient**

Cost efficiency is the key to profitability. Be aware of all costs, big and small expenses but also wasting time and effort. Find cost efficient ways to work and fulfill the customer demands. Understand the cost drivers in everything we do and find competitive suppliers. Follow up to determine if we are successful.

#### **Demand driven output-only do what is asked for**

Only do what is needed, in the required amount, where it is needed and when it is needed.  
By knowing our customers and colleagues demands we can avoid unnecessary work.

#### **Visualization – Understand, share and learn**

Visualization is all about making the situation clear and easy to understand.

Facts and deviations must be easily accessed with a clear overview.

Visualization is important for understanding, sharing, learning and responding to deviations, here and now.



**FORS MW**



## **Fors MW Values**

### **RESPECT FOR PEOPLE**

#### **Treat others as you like to be treated yourself**

To be recognized by others, being respected and listened to is very important for all of us.  
Diversity, in every possible way, is positive as we complement each other.  
Be inclusive, honest, trustworthy and treat everyone alike.

#### **Cross functional work-Help and support each other**

It is all about Team work. Cross functional work means that we need to see the overall picture.  
This is done by involving other people, departments and expertise. When we use our combined knowledge,  
background and experience we will develop not only our products and services but also ourselves.

#### **Doing things right starts with me**

Doing things right from the very start helps your colleagues and our customers. Make sure that everything  
you hand over to the next person is correct and without deviations from the very start. If a deviation  
still occurs, we need to take quick actions and start improvement activities to get back on track.

#### **Learn from feedback**

Constructive feedback motivates and develops us as persons.  
It is important to respect different opinions as well as improving and learning from feedback.  
Positive feedback and appreciation make us go the extra mile and have fun at work.



## Fors MW Values

### RESPONSIBILITY

#### Be responsible for your own development

We are all responsible for our own professional development, actively finding out what skills to improve and what new skills to learn, short and long term. Challenge yourself, set goals and ask for help and support from your managers. Share your knowledge and build know-how through continuous learning.

#### Keep your promises-do not promise what you cannot keep

Keeping promises is important for a continuation of a happy and healthy relationship with our customers, suppliers and colleagues. The base for a promise must always be, understanding the required time, skills and support needed. Communicate and make a plan for what you promise.

#### Be a reliable and listening supplier to our customers

One of the most important tasks we have is actively listening to our customers. Use open questions, gather information and document the answers as soon as possible to not forget. Be a reliable supplier to them, earn their trust, because relationships matter.

#### Create a safe working environment and a sustainable future

We strive for our products to be safe and energy efficient. We work preventively with accidents and incidents in our facilities. We work with lowering emissions and energy consumption to make our products leave as small an environmental footprint as possible.

#### Long term perspective

In all we do we want to build a long term and trustful relationship. Act here and now but always think long term when making decisions.