



VISION, STRATEGY & GUIDELINES

WIKUS-Sägenfabrik Wilhelm H. Kullmann GmbH & Co. KG



The goal: The vision in mind

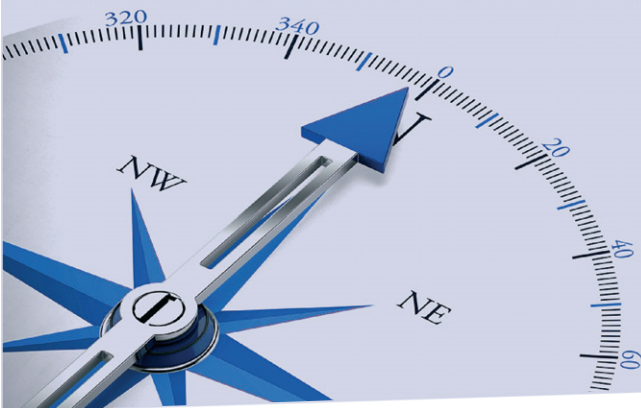


Our vision:

WIKUS fulfills the commercial and technological customer requirements.

We are the market leader:
innovative – powerful – profitable.

WIKUS is a family business.



The path: The strategy as a compass

As an independent family business, WIKUS will expand its global market position.

With high-quality and innovative products for sawing and cutting technology, integrated into a customer and profit-oriented sales, production and service structure, we will become the global technology leader with quality.

Through team and process-oriented leadership and actions, and through further training and continuous qualification, all employees are integrated into this corporate philosophy with joint responsibility.

The Limits: Guidelines for Orientation



We know the importance of customer's satisfaction: The technology and quality of our products as well as the quality of our service are essential for our success.



We notice our customer's requirements and continuously implement them by marketable, profitable products and service within our core competence.



We support our business partners in a goal-oriented, friendly and fair way.



We make decisions in the best interest of the enterprise.



We are fair, respectful and respecting to each other. We attach high importance to our employee's satisfaction and motivation.



We are quality-conscious, qualified and value-oriented.



We strive after optimisation and continuous development.



We support professional and personal development of our employees.



We act and lead team and process-oriented. We delegate and assume responsibility.



We inform us reciprocally and practice an open an personal communication.



We protect our environment and our resources in a sustainable way. We are aware of our social responsibility.



We follow the legal regulations.



Jörg Utech
Chief Executive Officer (CEO)
Management Division of Finance

Karsten Gutke
Chief Executive Officer (CEO)
Management Division of Technology

Sven Koepchen
Chief Executive Officer (CEO)
Management Division of Sales



Guideline No. 1

We appreciate the significance of customer satisfaction – the technology and quality of our products, as well as the quality of our service, are crucial to our success.

How can we continue to achieve a high level of customer satisfaction in the future?

- ▶ In our production, we have to use modern and state-of-the-art machinery and production technology in order to manufacture high-quality saw blades for our customers.
- ▶ On behalf of our customers, we carry out cut tests and analyses at our sawing centre. For us, personal and individual customer advice is at the forefront.

We also provide all services worldwide – directly at the customer's site. We also provide extensive information and support over the Internet, such as with our online cut data program ParaMaster®.

- ▶ We especially optimise our saw blades for our customers' applications and materials that are to be separated. For customers, this means: Cost savings through faster sawing and longer service life of our saw blades.



CUSTOMER SATISFACTION
is the best measure of success.

Only through extensive individual consultation and a consistently high standard of quality in our saw blades, are we able to provide our customers with the optimum product – and therefore have satisfied customers!





Guideline No. 2

We quickly identify our customers' needs and are continuously converting them into marketable and profitable products and services within our area of competence.

How do we identify and implement customer needs?

- ▶ We are in constant contact with customers and develop new saw blades which meet the special customer and market requirements, and thereby extend our product range.
- ▶ Our technical customer service is directly involved in all steps of our customers' sawing process – as if they were employees of our customers. For example, we optimise the sawing process, analyse section tests and sources of error, set up welding machines at our representatives and organise technical seminars.
- ▶ We advise our clients in choosing suitable saw blades and also offer additional tools, such as the online cutting data program ParaMaster® and the cutting data slide in order to make the right choices. In addition, we also provide various means of testing to ensure seamless sawing operations.

CUSTOMER NEEDS
form the basis of our company's
customer orientation.

A product is only a good product if customers buy it and they only do this if it helps them to solve their problems. Therefore, we need to think from the customers' perspective in terms of identifying their problems and needs and providing suitable products and services.





Guideline No. 3

We support our business partners purposefully, friendly and fairly.

How is our conduct towards our business partners?

- ▶ We want to establish and maintain lasting, respectful and trustful business relations with our business partners. We are a reliable partner at all times and keep our promises. We always deal with our business partners fairly and honestly in all aspects of our business.
- ▶ We support our business partners with their activities. We provide sales and marketing support and make use of synergy effects and expertise. We address customer wishes and strive to implement them.
- ▶ We treat our business partners with an open manner, and we listen to and learn from them in order to design optimum solutions together.

”**“GIVE AND TAKE”** –
cooperative conduct pays
off in the long run.

A product is only a good product if customers buy it and they only do this if it helps them to solve their problems. Therefore, we need to think from the customers' perspective in terms of identifying their problems and needs and providing suitable products and services.





Guideline No. 4

We make decisions in the interest of the company.

What decisions are in the interest of the company?

- ▶ We act sustainably with a balance between generating revenue securing the future. Investments in and expansions of the product range, and the step into new markets and business areas are considered responsibly. In doing so, we maintain a transparent and honest corporate culture.
- ▶ With economic success, we want to secure jobs, advance young people and create future prospects for you. Health-conscious behaviour and accident protection for employees have a high significance. We encourage education, family, culture and health, and have a high degree of loyalty and integrity at the site.
- ▶ We handle our resources economically and efficiently, and are continuously developing processes, technologies and production methods.

We take preventive measures to protect air, water and soil in order to minimise the impact of our industrial activities on our environment.

SUSTAINABLE TRADING
means securing the future for the company.

Sustainability means doing good business and making profit while always taking into account the future viability of the company. Therefore, it is our concern to think and act in an economically, socially and environmentally responsible manner.





Guideline No. 5

We treat each other with fairness, respect and mutual consideration. We place high value on the satisfaction and motivation of our colleagues.

How do we create a motivating and respectful working environment?

- ▶ At WIKUS, open and honest, while respectful and friendly, interaction is maintained and encouraged. We listen to and respect the opinions and individuality of everyone. Dialogue takes place with a spirit of mutual trust.
- ▶ Employee satisfaction is very important to us and this is assessed every 2 years by means of the employee survey. We use the results and suggestions as a basis for further improving the status quo.
- ▶ The needs of individuals must be respected. The workplace and working environment must take into consideration the well-being and motivation of employees.

**” POSITIVE WORKING
CLIMATE = satisfied employees
+ satisfied customers.**

A positive working climate is very positive to us. We want our employees to see WIKUS as a good employer. Economic success and quality also largely depend on the satisfaction and motivation of the workforce.





Guideline No. 6

We are quality-conscious, qualified and value-oriented.

What does quality-oriented thinking and action at WIKUS mean?

- ▶ The WIKUS brand stands for high product quality and competent application advice. We provide comprehensive services, such as cutting tests at the sawing centre or technical support directly at the customer site, and we are available to our customers at all times for friendly assistance.
- ▶ Modern machinery and production technology, as well as efficient processes, guarantee consistently high product quality. Together with our qualified and motivated employees, we will continue to be innovative and future-oriented in the future.
- ▶ Our quality management system is regularly confirmed through the ISO certification 9001.

Through direct contact to our customers and business partners, we identify their needs and develop solutions together in order to further optimise the quality of our products and processes.



QUALITY AT WIKUS

starts with the details and ends with customer satisfaction.

To reach our quality targets, our employees are constantly undergoing further training in customer and quality-oriented action. Everyone makes their individual contribution towards the constant improvement of the quality of our products, processes and services.





Guideline No. 7

We strive towards optimisation and continuous improvement.

How can we continuously make further improvements?

- ▶ Our employees are well-trained and are constantly becoming further qualified. They are encouraged and challenged to use their skills, experience and commitment for the improvement of processes, such as through idea management.
- ▶ Our facilities and manufacturing technologies are at the cutting edge of technology and are being constantly modernised or expanded. We optimise our processes in order to design them efficiently. Based on our technical know-how, we are constantly developing our products and expanding our customer service.
- ▶ We analyse our actual state, describe and assess our shortcomings and derive effective action from this. Through regular customer satisfaction analyses, we measure the success of our measures for improvement.

We make use of information from our customers and partners to continuously improve our business processes.

**”THAT WHICH IS GOOD TODAY,
can already be improved
tomorrow.”**

A continuous improvement process does not only mean improving customer service through our products and service. Here, we also make use of synergies, increase our effectiveness and save costs. Our employees are motivated and involved in the processes.





Guideline No. 8

We promote the professional and personal development of our employees.

What opportunities for development do we offer our employees?

- ▶ With our extensive training and further education programmes, such as the internal training catalogue, QM training or language courses, we promote the professional, personal and social competence of our employees. We promote team and process-oriented thinking and action.
- ▶ Our employees are kept updated at all times and are integrated in the business processes as much as possible. They are thereby encouraged to contribute their creativity and their potential, and we give them the confidence required for this. Professional competence at the company is strengthened through secondary qualifications.
- ▶ As an international company, we promote the Intercultural competence of our employees. We respect the needs and customs of other cultures and nationalities.

We do not tolerate any kind of discrimination based on origin, sex, religion or other personal qualities.

”LIFELONG LEARNING,
further qualification and
competence development are
more important than ever!

The technology and markets around us are in constant re-development. In order to keep pace, we need qualified, team-oriented and committed employees. We, therefore, promote professional and personal development at WIKUS.





Guideline No. 9

Our conduct is team and process-oriented.
We delegate and take responsibility.

What does team and process-oriented conduct mean for us?

- ▶ With process-orientation, the customers and optimum fulfilment of their requirements are the focal point. For this purpose, the entire value chain is broken down into clearly defined sub-processes. A team is responsible for each sub-process. This is analysed, evaluated and coordinated in detail. Our goal is to optimise the entire workflow through the constant improvement of all work steps.
 - ▶ We integrate our employees as much as possible in the decision-making process – and place them precisely where they can make the best use of their strengths and experience. For this is the only way we can achieve the best results.
 - ▶ Behind our success story lies dedicated and motivated employees: Thus, we do not only value their work, but we also stand behind them if problems arise. We do not leave anyone to deal with problems on their own.
- ▶ We have confidence in the competence of our employees so we give them responsibility and motivate them to make decisions. By working as a team, cooperation is strengthened, better use is made of interfaces and competences are bundled – in this way, the optimisation of processes can be implemented more efficiently and faster.

”PROCESS ORIENTATION
means for us: We are constantly getting better – both as a whole and in detail.

Our goal is to increase productivity and quality in the company through constant improvement of the processes. A particularly important role is orientation towards the wishes and requirements of the customers, as well as involvement of all employees from all levels of the hierarchy.





Guideline No. 10

We share information and communicate openly and personally.

What do we mean by open and personal communication?

- ▶ Our communication within the company is characterised by objective and trustful dialogue. We promote and support the constructive handling of all topics – even and especially in cases of conflict. Flat hierarchies and an open-door policy enable direct discussion with senior executives and management.
 - ▶ Through our open communication structure and use of our internal media, we promptly update all employees on current events. For only well-informed employees are able to work towards objectives and with an awareness for responsibility. We rely on trustful cooperation and an active exchange of experience within the company in order to make optimum use of synergies and competencies.
- ▶ We involve our employees in work and decision-making processes as much as possible. In doing so, we create an open and constructive climate of dialogue: Dialogue means actively involving employees and making use of their experience.

”INFORMATION provides orientation and efficiency.

Only through open dialogue, can we be aware of other peoples' perspectives and share knowledge at the same time. In this way, we create the basis for amicable and efficient solutions. Direct contact enables us to solve misunderstandings faster and to actively address any issues.





Guideline No. 11

We protect our environment and our resources in a sustainable way. We are aware of our social responsibility.

What do we do to act in a sustainable, environmentally friendly and energy-conscious way?

- ▶ The aim is to continuously promote environmental protection and to strive for further sustainable improvements despite the high level already achieved. We use environmentally friendly production processes and minimize the use of raw materials and supplies. We also attach great importance not only to reducing waste, but also to avoiding it wherever possible.
- ▶ In order to keep our consumption and use of resources as low as possible, we continuously monitor, optimize and improve their use in all processes. The necessary human, technological and financial resources are available to realize and maintain this. Our employees are informed about this objective and made aware of the need to conserve resources. We also pay attention to resource-conserving supply chain management when procuring products and services.
- ▶ We guarantee occupational safety and health, and environmental protection in the workplace. We regard the binding obligations placed on us as a basis and not as a goal. That is why we strive for sustainable improvement of the working environment and environmental

performance in all areas. We encourage and demand the commitment of our employees to pro-actively help shape these issues.

- ▶ We see ourselves as firmly anchored in our region and are aware of our local responsibility. As a company, we are committed to society. As far as possible, we support social organizations and ecological and charitable projects that make an important contribution to our society.



SOCIAL RESPONSIBILITY

means for us: We are an active part of society and act in a sustainable way in all areas, both ecologically and with responsibility.

At WIKUS, economic concerns are harmonized with the enhancement of human well-being and the social and societal needs for safety, climate and environmental protection.





Guideline No. 12

We comply with the legal requirements.
How do we implement the legal requirements?

► **In terms of our employees:**

We stand for fair and open cooperation, which is characterised by mutual respect. We guarantee fairness to our employees, often going beyond the legal requirements.

► **In terms of authorities:**

Under all circumstances, we always act in compliance with the law in all matters related to taxation and business. We work together with the relevant authorities or institutions genuinely and cooperatively.

► **In terms of business partners:**

For our business contacts, we are a reliable partner, who works in strict accordance with the legal requirements, both in production and in sales. Here, we foster fair and respectful interaction.

► **In terms of ethical and moral principles:**

We have made a voluntary commitment to pursuing all our business objectives, without exception, with proper legal, ethical and moral methods.



LEGAL COMPLIANCE:

We are aware of our obligations and the rights of others and we recognise these without exception.

For us, it is a matter of course to strictly comply with legal requirements when carrying out our activities. This applies to all aspects of our everyday work, from occupational health and safety to tax regulations, through to commercial law.





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