

# Statement of Principal

EuropTec Spirit

EuropTec Partner

**EuropTec**





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**EuropTec GmbH**  
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**EuropTec USA Inc.**  
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**EuropTec Kft**  
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D – 25479 Ellerau

**Schröder Glas A.S.**  
TR – Denizli



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## What stands above all?

«Long Sight and deep Breath»

Our Benchmark is our action by the principle of truthfulness, creating partnership and high personal involvement.

All our actions fulfill the claim of business reason and social and ecological sustainability. Therefore, we avoid conceivable damages in our social and spatial environment.

We are indebted to the philosophy, according to which both freedom and personal responsibility are inseparably interconnected.

Freedom, a liberty of action, is only earned, when acting responsibly and engaging within everyones limit for the company and community.

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EuropTec

Quality  
Innovation

Speed

EuropTec Spirit

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## EuropTec Employees

«*Will + Skills = Results*»

EuropTec is aimed at creating a workplace for its employees to enable them experience the joy of technical innovation, profiting from the enterprise success and thereby reach satisfaction and joy at work.

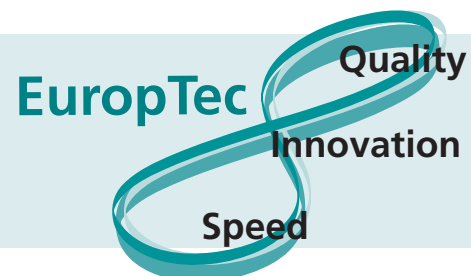
EuropTec employees are initiative, responsible, engaged, critical and creative people. Loyalty, integrity and the unconditional will for target reaching and dedication to their duty are at uppermost maxims. EuropTec employees possess highly developed team work skills and embody the exemplarily EuropTec spirit.

This generates the **collective will to achieve success** for the enterprise.

EuropTec employees are exceptionally competent in their respective fields of work. Their continued training and skills development occur primarily inside the company.

EuropTec staff is competent in technical, economic and leadership aspects adapted to its individual position within EuropTec. Multilingual capacity as well as economic, political and social interests and engagement positively influence the successful perception of the staff tasks.

This generates the **necessary skill for the success** of the company.



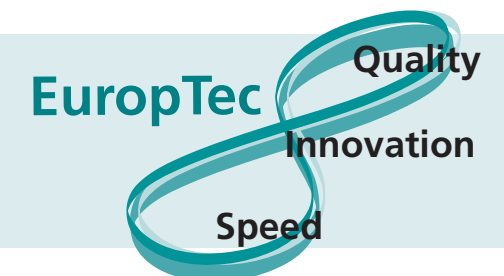
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## Communication

«*actively, agile and competent*»

In our markets we communicate as technology-oriented problem solvers and as a Know-How leading company in our focused markets. EuropTec employees respond instantaneously and identify themselves with all rising questions and problems. Thereby they are perceived as outstandingly competent and well informed.

Our service package includes also and especially the care of our customers «after sales services».





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## Production / Development / Logistics / Controlling

### «Operations in Front»

The **production** and its pre- and postprocesses is the most important innovation area with the highest benefit on profit. It stands not behind, but along with sales & distribution at the front of the strategically crucial processes at EuropTec.

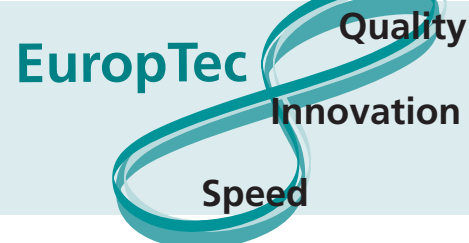
Therefore...

... EuropTec concentrates the development resources on the evaluation and introduction of new technologies and on the optimization of existing technologies.

... the **logistics** must be oriented towards the optimal fulfillment of the customer requirements. Procurement, material flow and delivery has to be planned accordingly as part of the production process.

... the **controlling** is primarily supposed to analyze the production process. Thereby it includes the analysis of all production-referential resources and processes with regard to recognizable deviations and improvement potentials.

The **procurement** has the same cost impact as the use of the personnel resources. Therefore, the local manager perceives the responsibility for the strategic procurement constantly.



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## Leadership in EuropTec

### «Keep on rational Common Sense»

The EuropTec companies are internally well structured. This generates transparency and security and allows to avoid misunderstanding and insufficient measures.

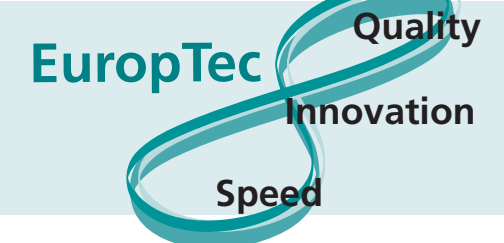
The management culture is oriented to fact analysis and consequences. It follows the principles of «simplicity in action» and «concentration of forces» in all operational actions.

Leaders analyze the past (control, analyze), manage the present (lead) and plan the future (planning). EuropTec managers neglect none of these three key activities.

Decisive competences are delegated within strictly outlined limits to the respective operational level paying a great deal of attention to transparency, responsiveness and fairness. This approach encourages trust within the teams, initiative and courage for action.

The coordination of EuropTec Group activities is organized through monthly reporting, by group management meetings, the local management work days (ALADays) and the marketing meetings. The latter serve, in addition, as care for the common EuropTec Spirits.

The internal collaboration and communication is open, direct, related to facts and occurs in an oral way whenever possible.





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## BD: Business Development

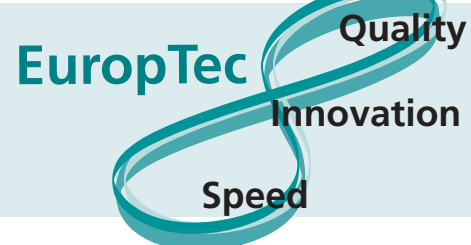
*«Performing by acting rather than consulting and advising»*

Business Development serves recognizing new markets in respect to their specific features and customers, weighing existing and new technologies and coordinating the internal and external activities of new business segments development. Within this definition Business Development plays a key role in the development of the whole enterprise.

The Business Development Manager (BDM) acquires the first customers of a new market segment or product segment up to the achievement of a self-supporting commercial volume before delivering the consolidated business segment to sales. Only after that the responsibility for distribution, technology and logistics goes over to the respective EuropTec department.

Quality management belongs to BD with all relevant norms and regulations as well as access to new technologies and raw materials.

A sound knowledge of competitors and the patent regulations is indispensable.



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## Distribution and Customers

*«The Art to manage multilevel Relations»*

The EuropTec sales team recognize the potentials of markets and customer needs. It puts commercially oriented priorities and acts engineering oriented.

In principle, sales is direct. Agents are appointed only in special markets or in difficult distribution regions as «door openers».

Indeed, the EuropTec services, products and logistics in the foreground; nevertheless, a high service level signifies an importance of a more profound differentiation than competitors have.

Distribution, internal service, logistics, QM and technology form a multi layer net in respect to the EuropTec customers. This is why EuropTec customers are typically OEM, having an «A» customer potential. Only this permits the necessary investments in the establishment of load-bearing and multilayer customer relations.

These strong points can be applicable to customers with a distinctive cooperation culture in development, production, logistics and quality management.

EuropTec looks after an extensive «Open Door Culture» with customers and partners always keeping firm discretion regarding sensitive information.

