

Qualicoat^{INC.}

Core Values:

At Qualicoat our commitment is to S.E.R.V.E. our employees, customers, suppliers, business partners, community and environment. S.E.R.V.E. provides the framework for the values by which we strive to work.

Support:

- We strive to enrich the lives of our employees by removing barriers in order to allow effective performance and to provide the necessary tools and resources for them to be successful.
- We seek to partner with our employees, suppliers and our customers to provide responsive and timely solutions.

Educate:

- We understand the importance of providing our employees with the education and training in order to challenge and empower our workforce to be successful and to take advantage of new opportunities within the organization.
- We look for opportunities to educate ourselves, customers and suppliers about coating processes and how we may add value to our customers.

Respect:

- We recognize that how we lead our lives impacts the organization. As a result we expect everyone, including our employees, customers, and suppliers to conduct themselves with integrity, high moral and ethical standards, with a commitment to the community and environment.

Value:

- Every employee, customer, and supplier is important. We demonstrate the value we have for our employees, customers, and suppliers by listening carefully, considering what they are saying and ensuring that we understand what is being communicated.

Exceed Needs

- Through teamwork we ultimately S.E.R.V.E. our customers by exceeding their needs.



Michael Pontarelli

President

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