

We live by our values

BAUR Brand Values

ENSURING THE FLOW.



ENSURING THE FLOW.



Dear Employees,

at BAUR we all work hand in hand to achieve our common goals. Our values, which have developed in the company over decades, form the basis of this teamwork. These values describe how we speak to and treat each other on a daily basis, how we service our customers and how we act within and outside the organisation. We trust in these core values.

BAUR has set itself ambitious goals which can only be achieved if the company adopts a new way of working together: by us all focusing on and orienting ourselves towards our new and jointly developed values. Our new values are what will continue to make us successful in future as the BAUR Team, and also advance our company. They will help guide us in dynamic times, promote top-performance and influence our work across countries and cultural boundaries. These are the values to which we are committed:

precision, open-mindedness, being grounded and connected.

It is essential that all our employees live by our values: from the management level to the apprenticeship level. This way, they become a seal of quality for our company, and form the basis for our sustainable growth.

How we established our values

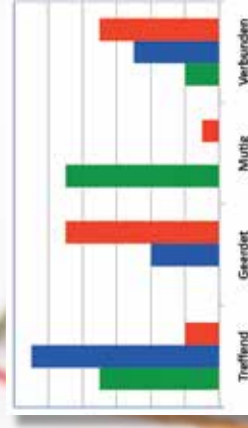
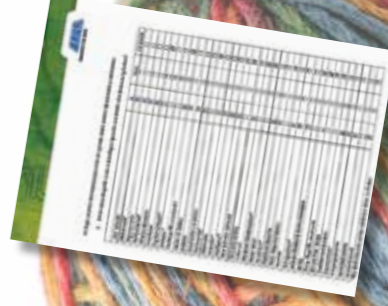


Values Workshops 1-4 in Viktorsberg, May - July 2012



Company Values Day in Bregenz, February 2013

Employee Survey, June 2013



Final analysis and evaluation, end of 2013



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connected

We achieve top-performance by pulling together.

Our cross-linked thinking not only reaches beyond our own work space but also far beyond our own company. BAUR thinks globally and enjoys a high-level of trust from customers and partners, as well as among experts in the professional world. Each employee is committed to continue strengthening close relationships within and outside the company. This makes BAUR more than just a supplier of devices. We are part of the system for which we work. This enables us to create unique quality, proximity to customers and a great service culture.

We draw on our experience and create reliable solutions.

Our customers require reliable devices and systems with state-of-the-art technology to be able to manage their tasks in a safe and efficient manner. We deliver lasting benefits and move forward step-by-step with healthy ambition. We draw strength and take heart from the over 60 years of experience we have as a family business. We trust in our roots and core values.



grounded

open-minded

We seize new opportunities in a targeted manner. That is our motivation.

The working environment develops in a dynamic manner, both for our customers as well as for us. We approach new things with an open mind, in a structured and bold manner. Our vision and forward-looking approach drive our personal development and that of the company. Together with customers, colleagues and partners, we develop extraordinary solutions, reaching beyond cultural boundaries and system limitations.

precise

By providing precise statements, we make it possible to act professionally and achieve reliable results.

The complex tasks of our trade require professional action with the appropriate tools. The holistic approach and expertise of our employees make it possible to provide solutions that precisely meet the set requirements. Thus, BAUR delivers unique results with outstanding precision, which in turn make reliable statements possible.